

LIFE



BEGINNING
LIFE'S GREATEST SERIES
OF SCIENCE STORIES
IN PICTURES AND TEXT

THE WORLD WE LIVE IN

PART I:
THE EARTH
IS BORN

20 CENTS

DECEMBER 8, 1952

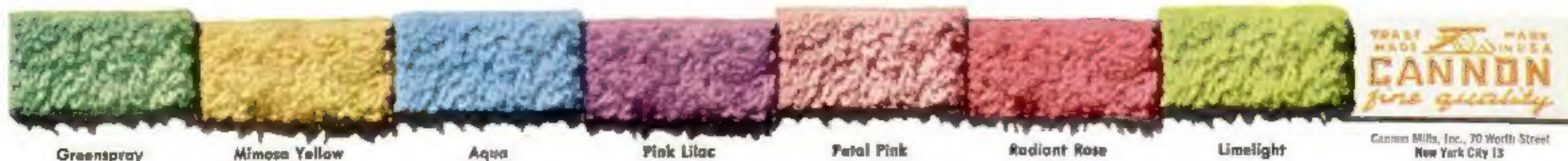
Bet you're surprised how little these Cannon beauties cost!



Florentine Ensemble in Lightning Pink • Marseilles in Forest Green

Bath towels about
\$2.25

Two big, sable-soft Cannon towels, each wearing a sweet, low price tag! A joy to own, a delight to give . . . and absolutely *blissful* to feel! That's because Cannon's exclusive finish, "Beauti-Fluff," makes towels thicker, fluffier and thirstier as a desert! And note that Cannon Gold Label; it's the mark of the finest towels you can buy. Choose one or *heaps* from the rainbow colors shown . . . at your favorite fine store.



Greenspray

Mimosa Yellow

Aqua

Pink Lilac

Petal Pink

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Cannon Mills, Inc., 70 Worth Street
New York City 13

This Christmas...choose the
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Artcarved

DIAMOND RINGS

Choose an *Artcarved*, the diamond ring you can be sure of... proud of... now and forever. You can be sure of quality, for your *Artcarved* diamond is registered and guaranteed for color, cut, clarity and carat weight by one of the world's oldest and largest ringmakers, famous for 102 years. You can be sure of exceptional value, for *Artcarved** rings offer savings made possible by *Artcarved*'s complete ringmaking control—from rough diamond to finished ring—and are sold at nationally established prices only by leading jewelers selected for the *Artcarved* franchise. Look for the name *Artcarved Gem-Diamond*, or *Artcarved-Woodcrest**, in your ring, on the tag. Prices from \$75 to \$10,000.

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Beloved by brides for more than a hundred years (1850-1952)

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Engagement Ring \$275.00
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BERKSHIRE SET
Engagement Ring \$250.00
Also \$75 to \$1,500
Wedding Ring \$16.00
Groom's Ring \$27.25

FREE! What should you know before you buy a diamond ring? For informative free illustrated booklet "How to Select Your Diamond Ring" (giving name of your nearest *Artcarved* jeweler), write to J. R. Wood & Sons, Inc., Department L-8, 216 E. 45th St., N. Y. 17, N. Y. Prices include Fed. Tax. Rings enlarged to show detail. Diamond rings shown available in 14K white or yellow gold.

What's new about the woolens these folks are wearing?



1. Boy's jacket 2. Boy's sweater 3. Boy's slacks 4. Girl's sweater 5. Girl's wool skirt 6. Jersey blouse 7. Jersey skirt 8. Sports shirt 9. Baby's woolens
10. Socks 11. Woolen jumper 12. Flannel bathrobe 13. Not yet, but soon!

They're "Sanforlan" woolens...
they wash without shrinking out of fit!

Starting tomorrow, you can keep all kinds of woolen garments soap-and-water fresh!

For *now* you can buy "Sanforlan"-labeled woolens—woven as well as knit—that will wash again and again without losing their fit, without getting hard or matted!

Look for "Sanforlan" on wool garments—yard goods, too. "Sanforlan" trade-marked woolens stay wearable longer—cut cleaning bills.

"SANFORLAN" brought to you by the "Sanforized" people... Cloett, Peabody & Co., Inc. permits use of its trade-mark "Sanforlan" only on woolen articles which have been treated by procedures approved by this company and which meet its rigid requirements. When washed in accordance with recommended procedures for wool, garments bearing the trade-mark "Sanforlan" will not mat, felt, or shrink out of fit.



*So clear, so real
you live the action*

No streaks, no flutter, no flop-over will break the spell of television when you own a Westinghouse. You select your channel with a single dial, and electronic controls take over. Interference is caught and rejected by the exclusive Westinghouse Electronic Clarifier. Your clear picture stays clear. So, if you want television so real you live the action, buy a Westinghouse.

YOU CAN BE SURE...IF IT'S

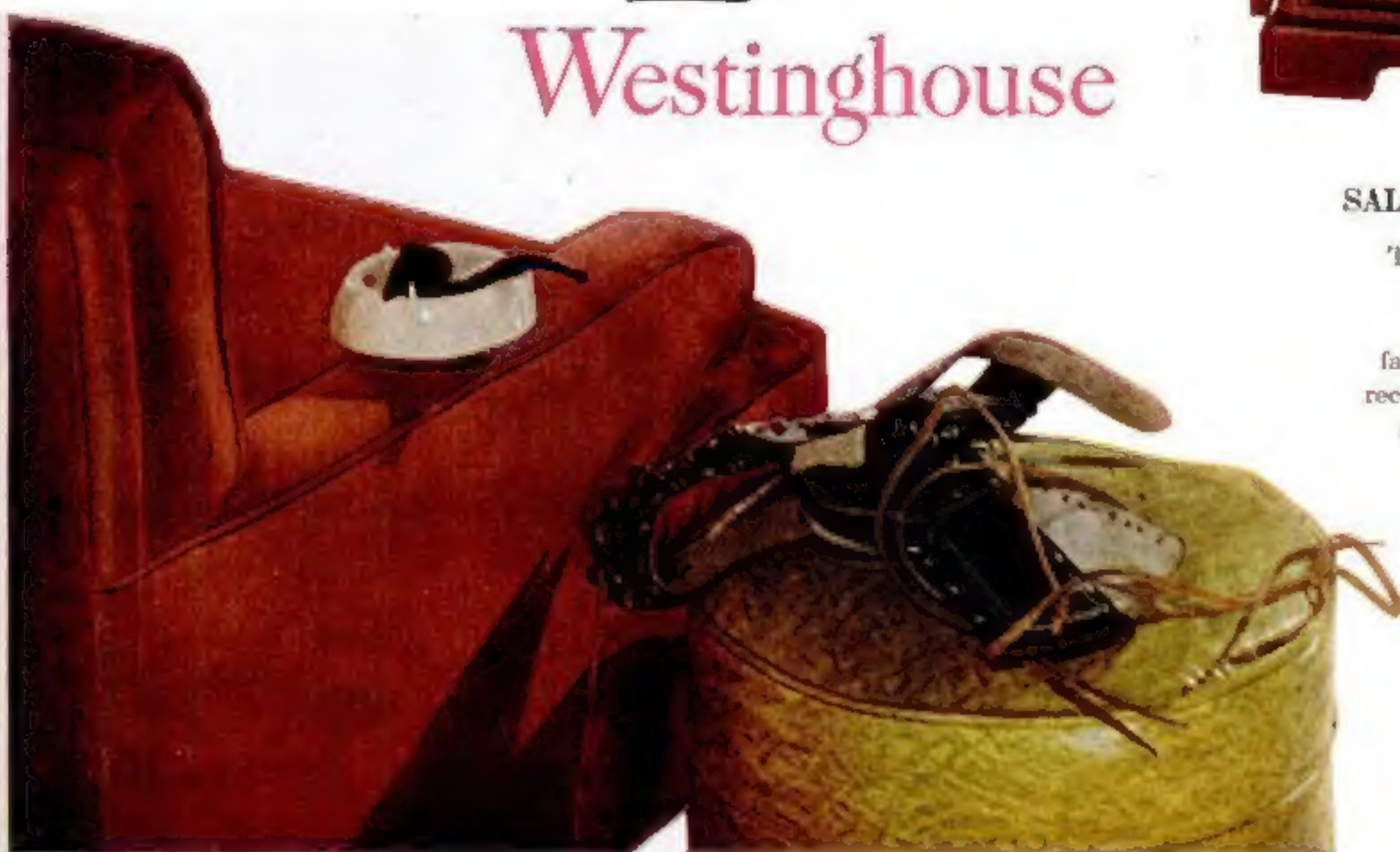
Westinghouse



SALEM CHEST WITH 21-INCH PICTURE

This large-screen Westinghouse Salem Chest in satiny cherry and mahogany is a hand-crafted copy of a colonial masterpiece. It gives you famous Westinghouse Television performance. To receive UHF when it comes, you simply buy a tiny receptor you can plug in yourself. See the many fine Westinghouse sets at your dealer's now. Picture sizes range from 17" to 24", and prices start as low as \$199.95 including Federal Tax and full-year picture tube warranty.

*Enjoy TV's top dramatic show,
WESTINGHOUSE STUDIO ONE,
every week over CBS-TV*






NOT AUTHENTIC UNLESS STAMPED ON THE BACK WITH THE NAME TRIFARI

DESIGNS PATENTED

"Twinkle"...upper left. Contour Earrings \$5, Five-Star Necklace \$12.50, Bracelet \$10. "Twinkle"...upper right. Star Earrings \$4, Pin \$5, Two-Star Necklace \$7.50. "Promenade"...center. Earrings \$5, Pin \$7.50, Necklace \$10, Bracelet \$10. "Golden Crest"...lower left. Earrings \$3, Necklace \$7.50, Bracelet \$5. "Place Vendome"...lower right. Earrings \$10, Pin \$20, Necklace \$20, Bracelet \$20. All prices plus Federal tax.



make it merry...
make it **MOJUD**

No finer Christmas gift than Mojud stockings and lingerie

stockings and
lingerie by **MOJUD**[®]

Perfectly proportioned Mojuds are the most glamorous Christmas stockings you can give. So gossamer-sheer...yet so amazingly long-lasting.

Because Mojuds are the only stockings with "Magic Motion," that remarkable extra give and spring-back in the knit that makes them fit (and wear) superbly. And Mojud Fashion Harmony colors are the most becoming stocking shades in the world.

P.S. Exquisite Mojud gowns and slips make breathtaking Christmas gifts, too.

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This One



5FF0-GBS-OSN4

You needn't feel bound to look beautiful!

Warner-Wonderful Bras

Fabulous, freedom-loving you! You're supported in the lovely style you deserve with the liveliest, lithest stitches in bra-dom. Warner's* bras keep you deep in charms... happily secure in caressing comfort.

Get the loveliest lift 'round your curves. There's a Warner-Wonderful bra made especially for you—in the style, waistband and cup size that will make the most of *your* charms. At the nicest stores. From \$1.50 to \$12.50.



#2059 FAMOUS MILLION-DOLLAR HOLD-UP. Smooth, cotton broadcloth and nylon marquisette strapless with comfy, padded wire curved from center to cup top. Breathe-easy bones at sides for stay-put comfort. Adjustable closing. White... \$3.50.

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Bras • Girdles • Corselettes

WORLD FAMOUS FOR LE CANT* • A'LURE* • FREE-LIFT* • STA-UP-TOP* • WARNERETTE*

Can't find the Warner-Wonderful bra you want? Write our nearest sales office and we'll send the name of the nearest store. DEPARTMENT A, THE WARNER BROTHERS COMPANY

*REG. U. S. PAT. OFF. NEW YORK 16, N. Y.—CHICAGO 6, ILL.—SAN FRANCISCO 8, CALIF.



#2299 NYLON DELIGHT. Warner's beloved petal cup bra that hugs you happily, gives you that free 'n easy comfort you'll love. Wash-in-a-wink, dry-in-a-jiffy nylon tissue taffeta and embroidered marquisette. Pink, white or black... \$3.95.



A Western Electric production team assembling devices which control the speed of Bell telephone dials.

Small example of a big idea!

SOME of our production teams are small—others are large. But you'll find the big idea of *teamwork* goes into the making of almost everything Western Electric produces as manufacturing unit of the Bell Telephone System.

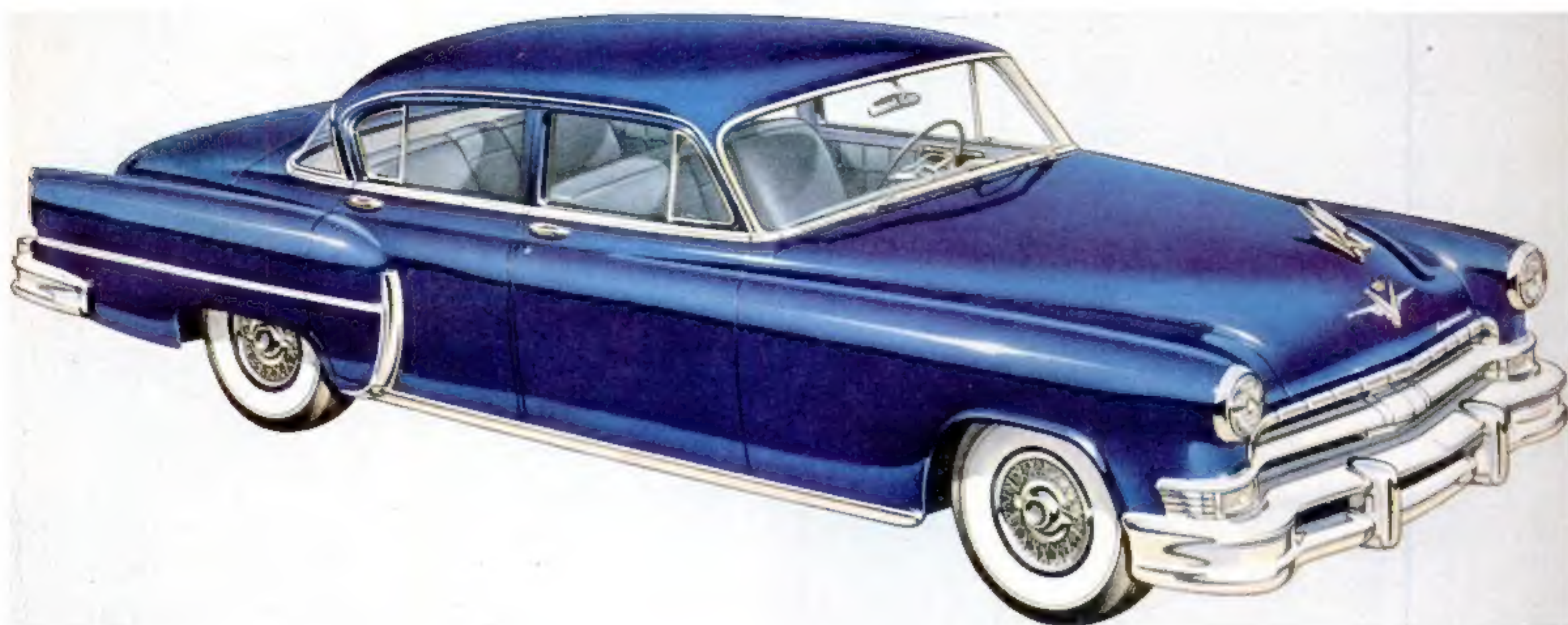
And Western Electric teamwork goes far beyond

its *manufacturing* methods. Always, our people work most closely with Bell Laboratories people who *design* the equipment and Bell telephone people who *operate* it. This teamwork is a major reason why Bell telephone service has gone up in price *so much less* than other things you buy.

Western Electric



A UNIT OF THE BELL SYSTEM SINCE 1882



Imperial

BY CHRYSLER

*Virtually custom-built . . . surpassingly beautiful
in line and in decor . . . the Imperial for 1953 sets a new note in highway fashion
that personifies the tastes of the most discriminating. Here, too,
is the absolute command of the road . . . the luxurious comfort
and driving ease . . . that is so dramatically establishing
the Imperial as the selection of those who
deserve and can afford any motor car in the world.*



*The Finest Car
America Has Yet Produced!*

WIRE WHEELS OPTIONAL AT EXTRA COST

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New GE Ultra-Vision

...SEE IT AND YOUR
GIFT PROBLEM IS SOLVED!

Model 21C714 (left). Big 21-inch picture. Genuine mahogany veneered console. Concealed control cabinet.



Anywhere Anyplace Anytime

GREATER POWER CLEARER PICTURE LESS GLARE... THAN ANY TV TESTED NATIONWIDE!

GE BLACK-DAYLITE TV

NEVER in a lifetime of Christmases could you give your family—and yourself—anything more rewarding in entertainment. It's radically new G-E Ultra-Vision—engineered for both VHF and UHF—with picture contrast impossible in any TV until now. Your proof? A showdown picture comparison you can make yourself at your G-E TV dealer's—side by side with any other TV at any price. The difference is eye-opening! G-E

Ultra-Vision gives you blacker blacks, whiter whites! G-E Ultra-Vision gives you the widest range of picture tones ever achieved! G-E Ultra-Vision gives greater glare-free picture clarity—easiest-on-the-eyes viewing in all television. Ask your General Electric TV dealer for that "seeing is believing" demonstration today.

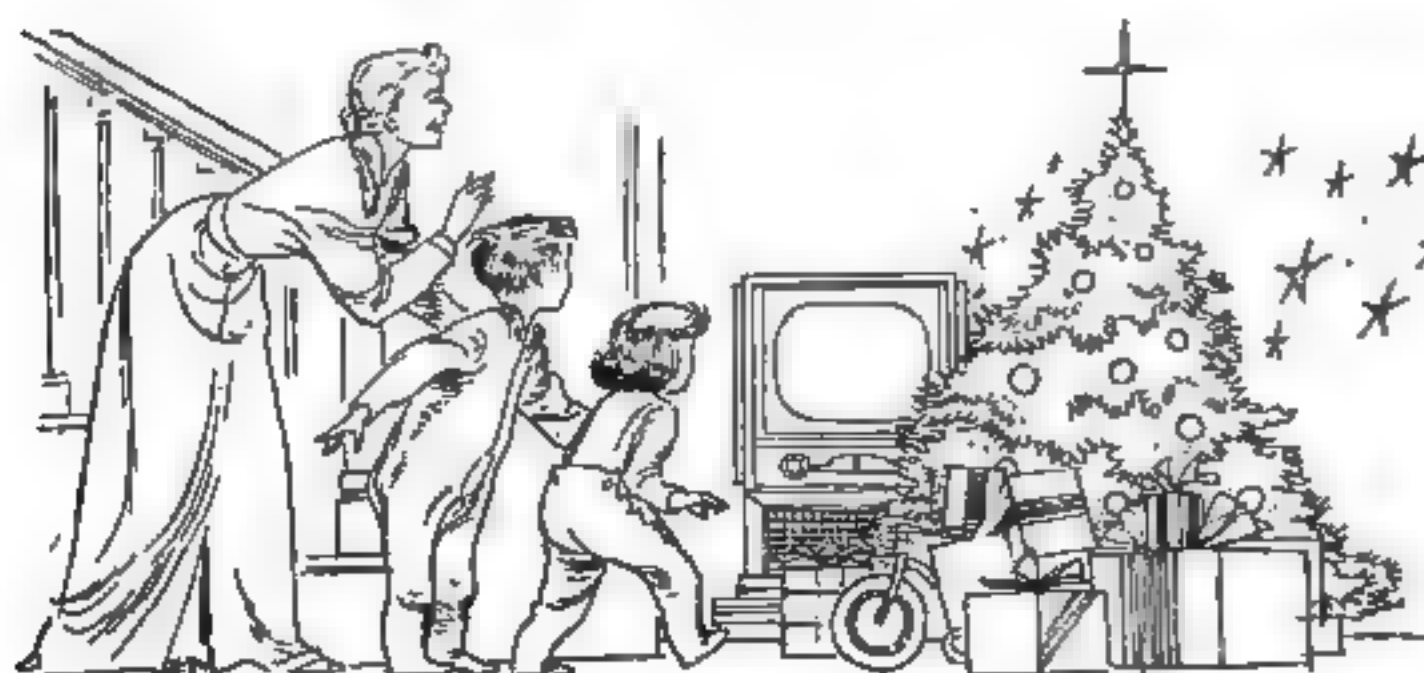
General Electric Co., Electronics Park, Syracuse, N. Y.
G-E TV prices start at \$199.95*

*Including Federal Excise Tax and one-year Factory warranty on picture tube and 90 days on parts. Prices subject to change without notice.



Lucille Ball and Desi Arnaz, Stars of CBS Television's "I Love Lucy"

• World's only TV with 21-inch G-E Aluminized Picture Tube that mirrors light toward you, sharpens contrast, increases picture brightness up to 100%. New G-E Stratopower Chassis—267% more pull-in power than previous sets. Tilted dark-tint safety glass and cylindrical tube give widest range of picture tones ever achieved, virtually banish all glare and reflections.



You can put your confidence in—

GENERAL  ELECTRIC

LOVE that
RED HEART
 3 times more tempting
 because
 it comes in 3 flavors!



Give your dog variety in his food, just as you enjoy it in yours! Instead of a dog food with the same old flavor day after day, treat him to the variety of Red Heart's 3 delicious flavors: beef one day, fish the next, cheese the next. All the same fine food — just temptingly flavored 3 ways. A complete food — you need add nothing.

WITH CHLOROPHYLLIN OF COURSE
 to end doggy odors! Start now to let your dog enjoy Red Heart's EXTRA benefits every day. John Morrell & Co., Ottumwa, Iowa.

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These Gay Holiday Blooms Thrive in Conditioned Soil

An interesting example of winter indoor gardening use of Krilium® soil conditioner

Because of their individual growth characteristics, poinsettias — traditional scarlet-and-green note of Christmas cheer — quickly develop big, rich blooms in Krilium-treated soil... While different plants will naturally exhibit different responses, indoor garden hobbyists find Krilium-conditioned soil highly favorable to all stages of germination and emergence. It gives seedlings a really good start early in life.



After 3 months' growth, poinsettias in Krilium-treated soil (right) are several times larger than those in untreated soil.

What Krilium does

Krilium maintains soil in loose, crumbly condition that is friendly to germination, emergence and growth. Water and air can penetrate to root areas with ease. Hard surface crust does not form after repeated watering.

At hardware, department and garden-supply stores

Krilium comes in several sizes, available at hardware, department, feed, seed and garden-supply stores: 1-lb. Merloam® canister with handy shaker top for indoor use; 5-lb. Merloam package for indoor and outdoor garden use; 10-lb., 25-lb. and 50-lb. packages of full-strength Loamaker® formula, especially suited to treating larger areas.

GET THE KRILIUM GARDENERS' GUIDE



Sixteen pages of useful information on soil conditioning for better flowers, shrubs and vegetables. No obligation. Ask your dealer, or send your name and address and we will mail.

MONSANTO CHEMICAL COMPANY, Merchandising Division, St. Louis 4, Missouri. In Canada, Monsanto Canada Limited, Montreal, Toronto, Vancouver.

Krilium®

SOIL CONDITIONER

A PRODUCT OF



Serving Industry... Which Serves Mankind

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For cleaner shaves... in 1/2 the time give Schick Injector Razor and Blades

Here's A Christmas Gift That's Used 365 Times A Year! It's the World's Only Razor and Blade Combination Specially Engineered To Give "Twice Over" Smoothness With "Once Over" Shaving!

ONLY SCHICK INJECTOR gives all these advantages: Blades change automatically to always "lock" at same precise angle. Safety-Bar smooths down skin—tees up whiskers for cleaner, faster shaves.

Engineered by experts, this famous razor has no movable parts that can get out of adjustment. It's specially designed to "fit" face—under nose, around lips, along jaw. Every SCHICK INJECTOR RAZOR is gold-plated to prevent corrosion—every blade is extra-sharp, extra-thick!

So put any SCHICK INJECTOR Gift Package in your favorite man's Christmas stocking. He will thank you many times!

PUSH, PULL—CLICK, CLICK!

BLADE'S LOCKED—SHAVES SLICK!

Schick Injector

RAZOR & BLADES



COMPLETE RAZOR KIT

Perfect for home and travel. Bright, handy Travel Kit... with gold-plated razor and 12 scalpel-sharp blades...

\$1.75 VALUE NOW ONLY 98¢



YEAR'S SUPPLY OF BLADES

Colorful Holiday Gift Package contains 6 Injectors—120 extra-sharp, extra-thick, extra heavy-duty blades...

SPECIAL \$4.39

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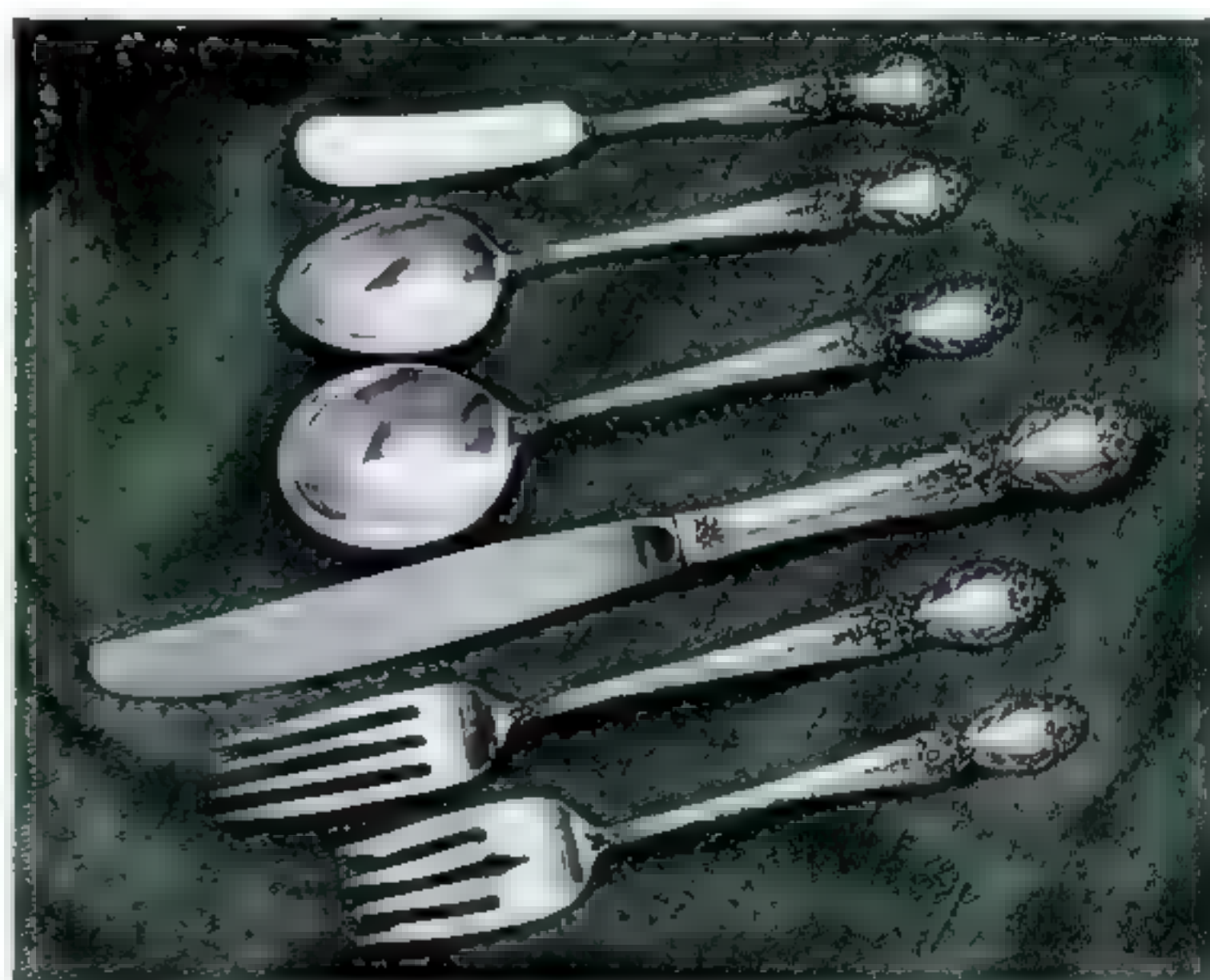
UNDER \$15! 3-piece place setting. Includes luncheon knife, luncheon fork, teaspoon. Pattern shown: *Queen's Lace*—a graceful blend of fine beading and intricate pierced openwork.



UNDER \$20! 4-piece place setting. Includes luncheon knife, luncheon fork, teaspoon, salad fork. Pattern shown: *Blossom Time*—creating a new and unusual balanced setting.



UNDER \$25! 5-piece place setting. Includes luncheon knife, luncheon fork, teaspoon, salad fork, cream soup spoon. Pattern shown: *Joan of Arc*—a design of classic simplicity.



UNDER \$30! 6-piece place setting. Includes luncheon knife, luncheon fork, teaspoon, salad fork, cream soup spoon, butter spreader. Pattern shown: *Brocade*—richly textured, yet so dainty.

FIVE NEW WAYS TO START YOUR COLLECTION OF *International Sterling this Christmas*

International Sterling presents a series of individual place-setting plans...designed to help *you* start collecting your sterling silver

OF COURSE you've planned on having sterling flatware *some day*. But now you can own the very finest—without waiting any longer!

This Christmas, the makers of International Sterling introduce place-setting plans whereby you may begin your collection *now*—buying what you need, at the price that fits your budget.

For example, you might start with a 3-piece place setting—for only \$13.75! Later on you can add the other pieces—one by one, if you like. (You pay no more for International Sterling if you buy it by the piece instead of by the full place setting.) The chances are you'll have a complete service in no time

at all—once friends and relatives hear of your project!

But whether you start with a single teaspoon or a complete service, you'll find that nothing quite matches the thrill of owning, the pride of using, International Sterling.

Fifteen artist-designed patterns...created in the great traditions of Early American silversmiths...each, truly, the solid silver with beauty that lives forever! Why not make your selection today—and then start hunting!

(All prices include Federal Tax.)

*There is an additional charge of a few dollars for patterns of extra-heavy weight such as *Royal Danish*, *1810*, and *Richelieu*.



\$55 COMPLETE! Are you dreaming of a silver Christmas? Perhaps your dreams look something like this! Shown here, the International Sterling "Starter Service"—all the basic pieces you need to set a charming holiday buffet. It consists of four 3-piece place settings (including luncheon

knife, luncheon fork and teaspoon). Pictured with the delicately beautiful *Prelude* design—a pattern that harmonizes with every table setting. This starter set is available in any of the International Sterling patterns shown on these pages.



*International
Sterling*

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The LESTER GRAND PIANO is the Official Piano of The Philadelphia Orchestra



the **LESTER** Grand Piano

ONE

name
quality
price



Best Way to Say "Merry Christmas"

Can you imagine this superb Lester Grand Piano in your home on Christmas morning? Can you picture the years of true musical joy that this noble instrument will bring to your family?

Built by the same family since 1888... the Lester Grand Piano is world famed for musical excellence and durability. Leading artists acclaim its brilliance of speech, uniformity of scale and clarity of tone.

Permanency of this superlative tone is assured by the Tone Stabilator... an exclusive Lester feature.

There is a size for every home and professional use in the complete line of Lester Grand Pianos ranging from a 4 ft. 7 in. model to the 9 ft. Concert Grand. Model pictured 6 ft. 1 in. Mahogany at \$2267.00 f.o.b. Lester, Pa.

Your dealer will also show you the genuine Betsy Ross Spinets made ONLY by the Lester Piano Manufacturing Company Inc.

A beautiful piano with magnificent tone ★ ★ Sold by America's foremost piano dealers



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Lester Piano Manufacturing Co., Inc., Lester 13, Pa.
Please send me free literature and style brochure.

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Foreign Sales Representatives: M. A. ASTLETT & CO., 39 Broadway, New York 6, N.Y.

LETTERS TO THE EDITORS

BATTLE OF THE CHOWDERS

Sirs:

Hooray for your spread on the "Chowder Battle" (LIFE, Nov. 17). I'm hanging it in our kitchen where the battle still rages—father (a New Englander) having married a girl from the Big City of New York.

TEMPLE WARWICK

Hoxais, R.I.

Sirs:

I feel like a man stabbed in the back by a friend. I have always admired LIFE's fairness—but now you have shattered me.

I refer to the pages you devote to New England clam chowder and that heretical concoction of vegetable soup with a few clams thrown in. How can you debase a fine old word like chowder by applying it to a weird hybrid that's colored with catsup?

Even though you have attacked the cornerstone of my life, I implore you to reconsider. Otherwise you will lose a reader. Not that I will cancel my subscription; I will simply fall on a sharp clam shell, knowing that my life has been wasted.

FRED H. SNOW

Pine Point, Maine

Sirs:

I cannot imagine eating either concoction. The Manhattan chowder has been tomatoed to death while the New England chowder is for infants that haven't been weaned away from their bottles. I would much prefer taking a chance on Mrs. Murphy's chowder, overalls and all.

GEORGE R. NADOLNY

Norwich, Conn.

SIXTH GRADE

Sirs:

I was very pleased to read "The Sixth Grade" (LIFE, Nov. 17). Miss Grace Warner, the finest teacher I have ever known, was my sixth grade teacher here in Buffalo. She drew out our creative ability, gave us an incentive to work diligently, and inspired the class. School was a place we hated to leave at the end of the day.

NANCY REBECCA COPPES

Buffalo, N.Y.

Sirs:

As a teacher loaded to the gills with both duties and pupils, I read "The Sixth Grade" and enjoyed it deeply. Saddle Rock teachers are to be envied.

However, nothing gives an old-line pedant more glee than to spot a misspelling! Noting your "Catopaxi," I hurry to remind you it is Cotopaxi, the volcano of the Andes.

ALBERT T. HICKIN

Craigsville, Va.

● This was LIFE's error, not the sixth grade's.—ED.

Sirs:

We are crushed! Twenty-three M.I.T. students average 10.739 correct answers out of 25. Please, no more sixth grade questions. Give us calculus any day.

BILL LEITCH

Cambridge, Mass.

Sirs:

Those children little realized how interesting a problem they set when they asked LIFE readers to form the equivalent of 13½ out of the numbers 1, 2, 3 and 4. Avoiding logarithms,

CONTINUED ON PAGE 19

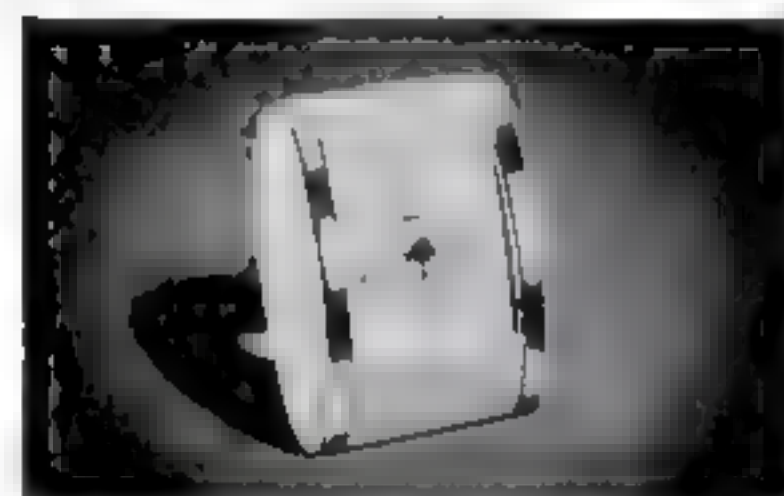
take your pick



spring-driven or electric
by Westclox



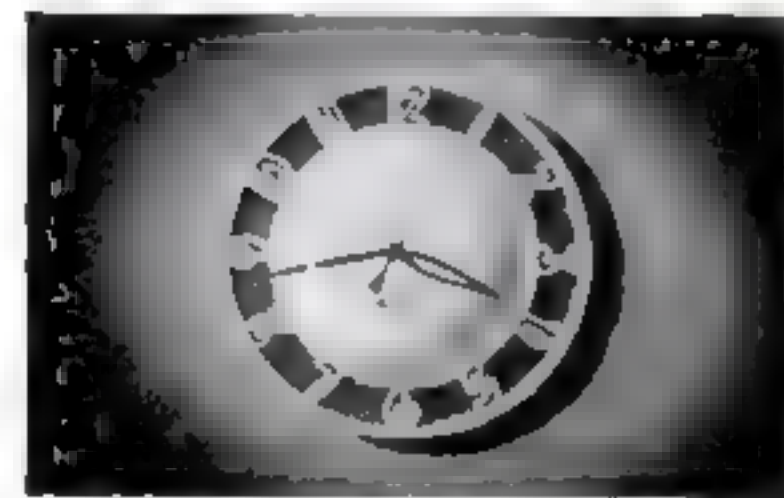
BIG BEN Spring-Driven Alarm. World-famous! A tick you can hear and a deep, intermittent "fire alarm" gong. \$5.55 With luminous dial, he's \$6.60.



TRAVALARM Spring-Driven. You can take it with you. Closes like a clam. Flip it open; it's on duty and on time. Non-breakable crystal. Luminous. \$7.60.



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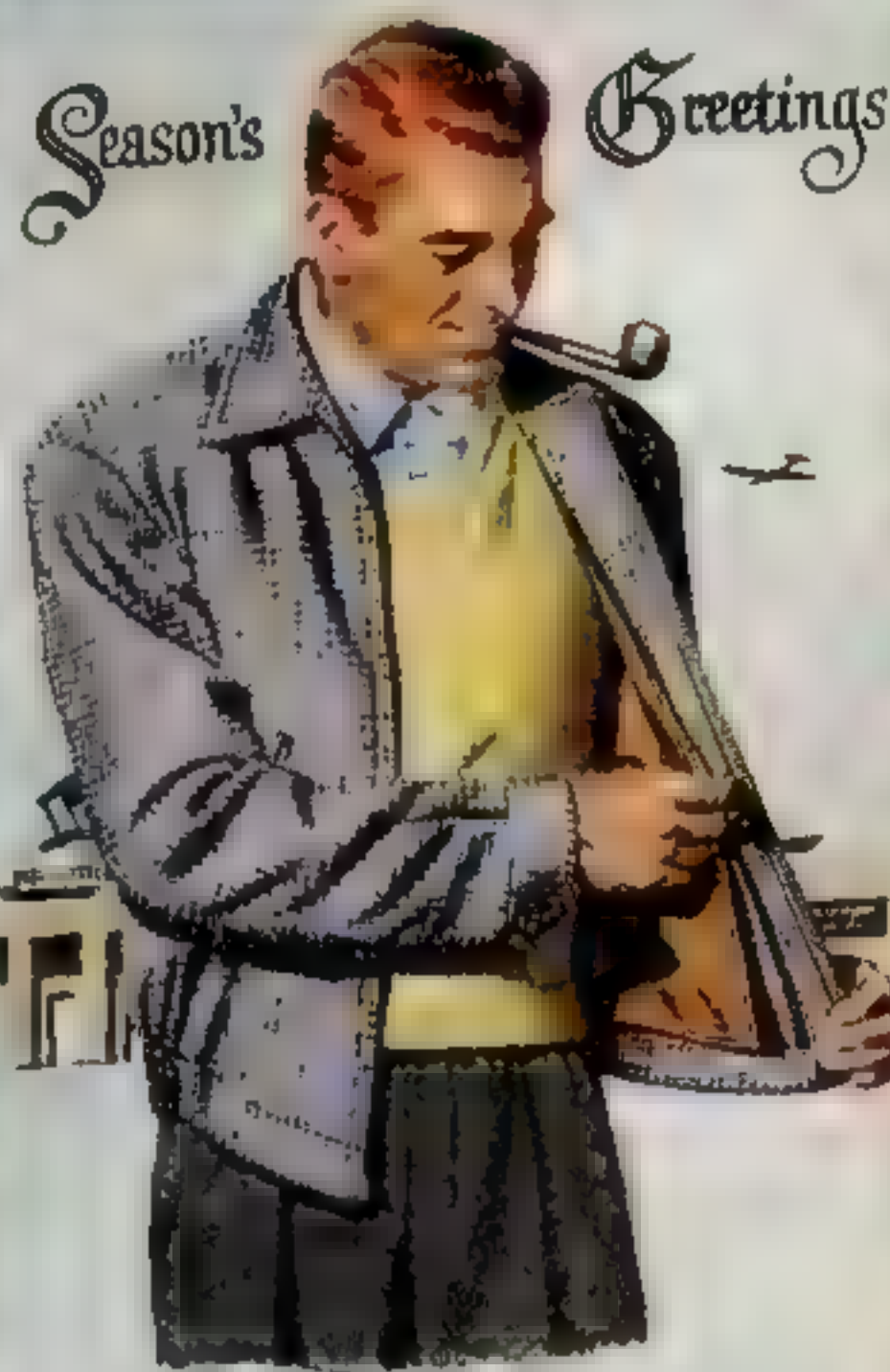
Junior wears a McGregor Drizzle Suede leather blouse—water-repellent, spot and stain resistant. 21.95 Turtle-neck shirt. 2.50 Dad sports spot-resistant Drizzle Suede leather jacket in the Bagpipe model, with special humidor pocket. 35.00 All wool See Beth Flannel sportshirt is 10.95



He'll love this Swallow gabardine jacket. Zip-in, zip-out caribou liner has suede leather front, wool back and sleeves. Can be worn as separate jacket. 35.00 Cable-knit shirt is sheer gabardine, beautifully tanored inside and out. 8.95



This McGregor Dacy jacket is crush-resistant sheer gabardine, Dacron added. Lined with new lightweight Micum, miracle insulation. 22.95 Britanic sweater of English lamb's wool. 10.00 Tartella shirt, color-on-cream, is washable flannel. 7.95



Spruce him up in McGregor's all-season Wonder-blouse—of a new fabric blended with Acrilan. Zip-out lining is glove leather. 29.95 Washable Acrilan sweater is softer, lighter than wool. 10.95 Luralon shirt, is a blend with Orlon added. 12.50

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HICKORY BROWN



IVORY



EBONY



PRIMROSE YELLOW



BOTTLE GREEN



CARDINAL RED

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CHARTREUSE



HICKORY BROWN



IVORY



EBONY



PRIMROSE YELLOW



BOTTLE GREEN



CARDINAL RED

*Colorful
Table
Radios*



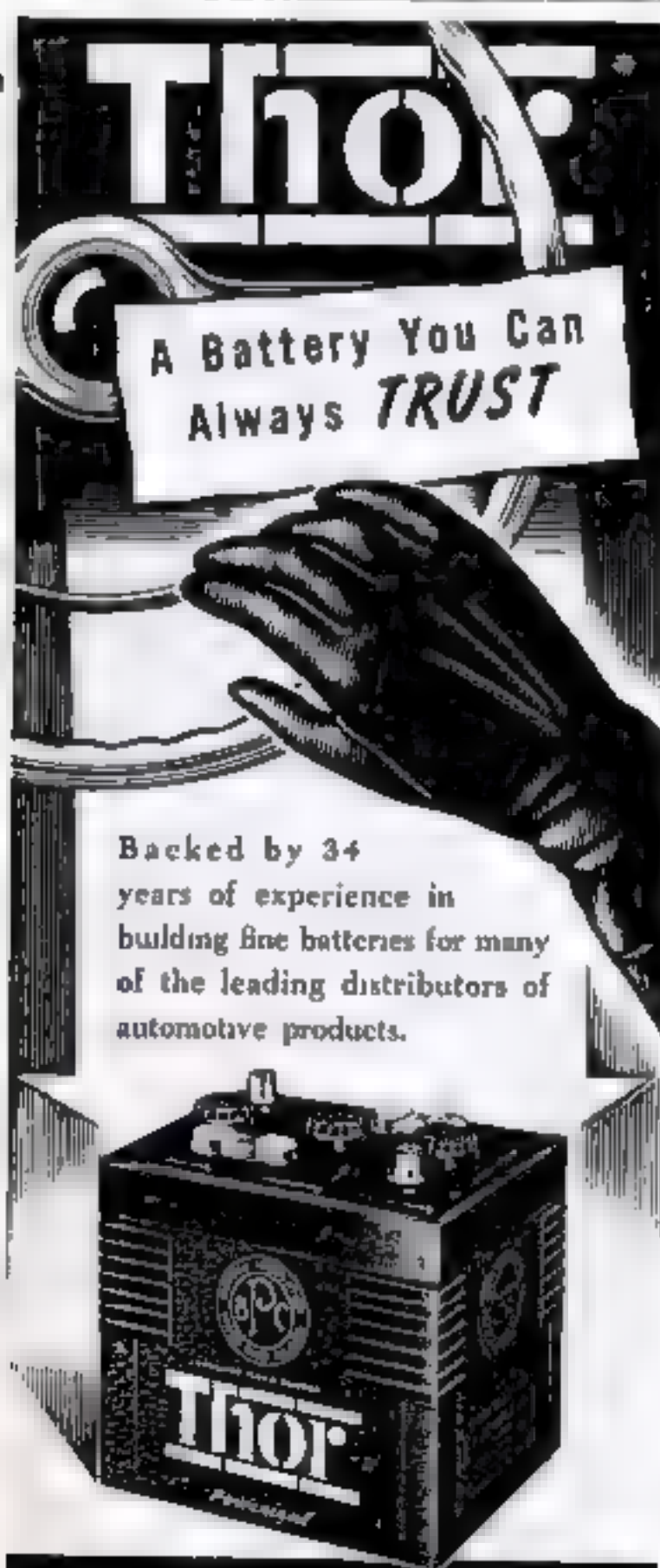
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LETTERS TO THE EDITORS

CONTINUED

factorials, tangents or other exotic mathematical tricks, we have found 15 other ways of accomplishing this. There are more, but we are busy men. . . . However here are some:

$$\begin{array}{ll} \frac{31-4}{2} & \frac{21}{\sqrt{4}}+3 \\ 4\frac{1}{2}\times 3 & \frac{(4-1)^2}{2} \\ 14-(.2+3) & \frac{3(1+2)}{\sqrt{4}} \\ 12+\frac{3}{\sqrt{4}} & \frac{3(1+\sqrt{4})}{2} \end{array}$$

JOHN R. W. SMALL

Harvard University
Cambridge, Mass.

PHONOGRAPH'S 75th BIRTHDAY

Sirs:

There's a small error in Robert Wallace's excellent and entertaining "First It Said 'Mary'" article (LIFE, Nov. 17). The story of the *Madame Butterfly* duet, which Geraldine Farrar recorded with Enrico Caruso, goes as follows:

To the original line, "Si, per la vita," Farrar sings "He's had a highball," but Caruso does not answer "I've had two highballs." Instead of singing the expected "Vient, vient" (come, come), he says "Vieja, vieja," the first word, a Spanish one, meaning, in loose translation, "you old hag."

JAY S. HARRISON
Music Editor

New York *Herald Tribune*
New York, N. Y.

Sirs:

. . . This famous recording was not suppressed at all, but was issued on a single-faced 12-inch disk. Copies are even more plentiful today on an RCA-Victor LP collection of reissued "Famous Duets."

R. C. SIMONINI JR.

Farmville, Va.

Sirs:

After reading your article on old phonographs I decided to get mine out. To my surprise the kids would rather listen to this than watch TV. As you see (below), the younger generation doesn't think *everything* the older generation did was wrong!

GEORGE W. POTTS

Fall River, Mass.



THEIR ELDER'S VOICE

TV'S YELPER

Sirs:

Nancy Sewell ("Her Yelps Help," LIFE, Nov. 17) has played a big part in staging our CBS-TV show *Beat the Clock* for over a year, but has never

CONTINUED ON NEXT PAGE



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Chocolate-y

Mixes faster—hot or cold!

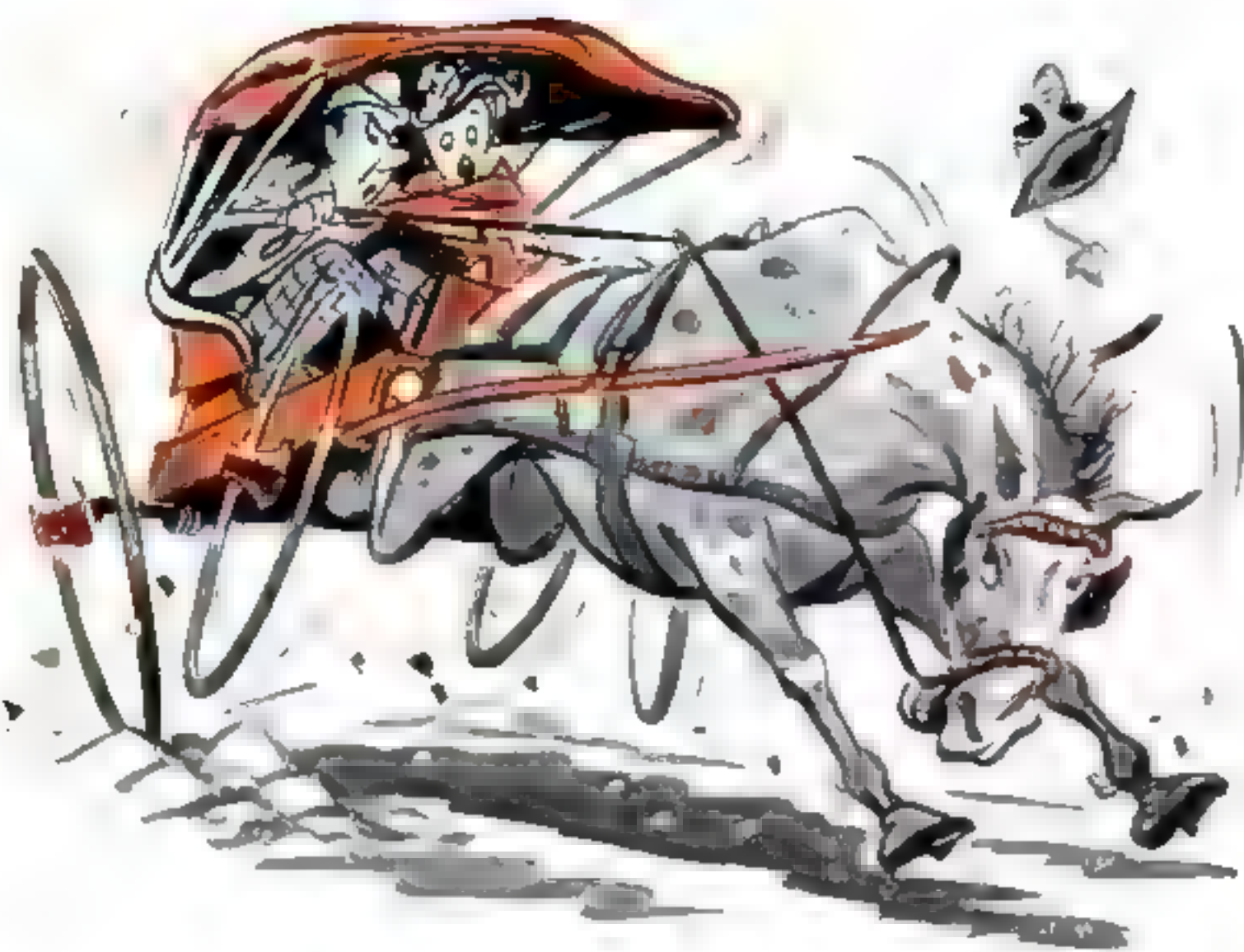
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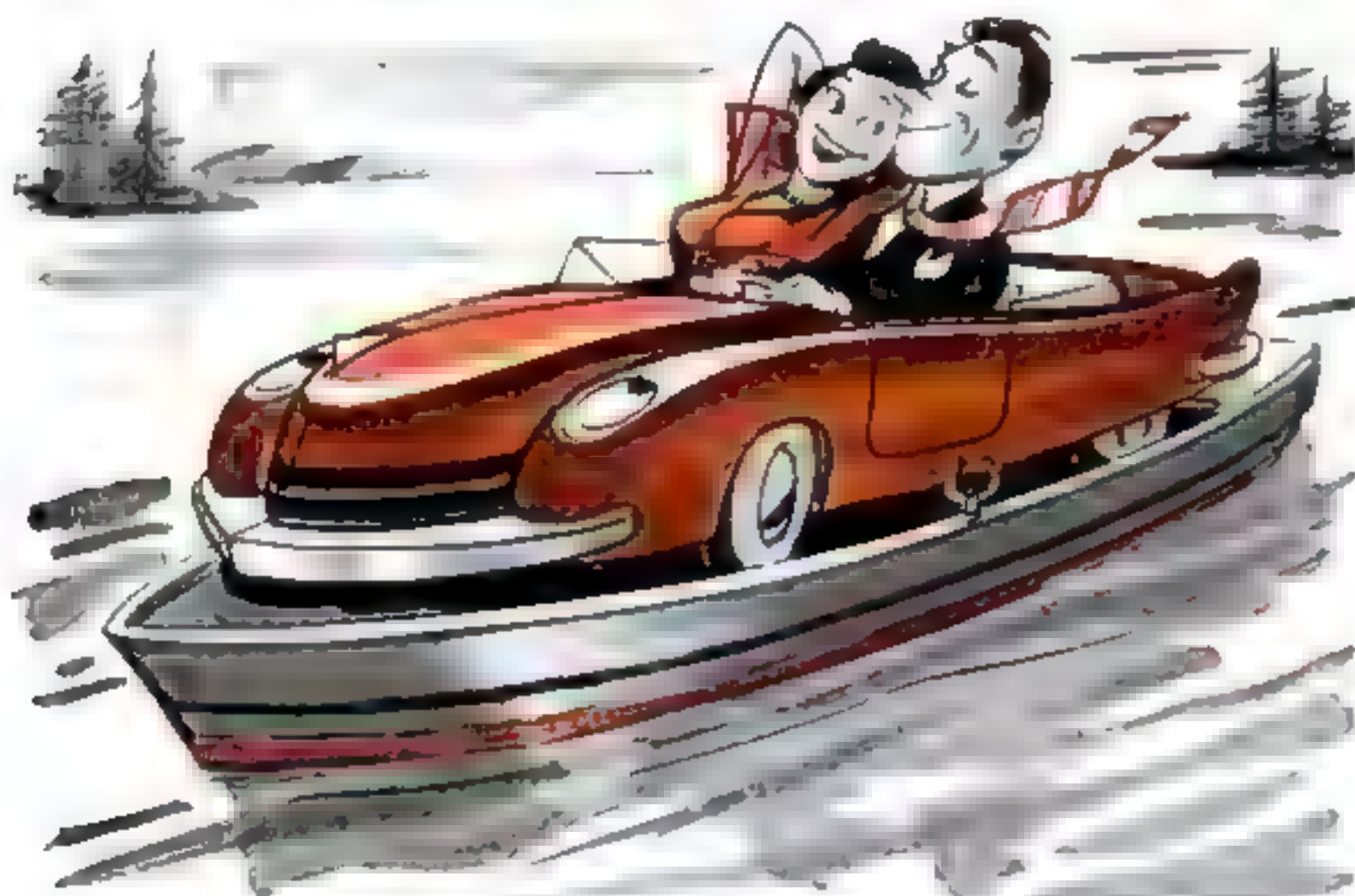


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LETTERS TO THE EDITORS

CONTINUED

been seen by the TV audience. The pictures below from our kinescope show what happened recently when we focused our camera on the wings and caught the newly famed Nancy in a surprise television debut.

In the first picture she discovers she is "on camera" and gives a typical yelp (note sound track at right of picture). Then she dissolves in embarrassment.

BUD COLLYER

New York, N.Y.



NANCY YELPS, THEN SHRINKS

EDITORIAL

Sirs:

Cheers! LIFE speaks out for freer trade. Your explicit and informative editorial, "Trade Not Aid" (Nov. 17), has gone to the heart of the international economic problem. . . .

ROBERT F. HALSTED

Webster, N.Y.

Sirs:

Your editorial is significant, in view of your support of the incoming Republican administration. It would be heartening indeed if Eisenhower were to see the truths you have pointed out sufficiently clearly to resist the traditional protectionist influences within his party.

When the Trade Agreements Act comes up for extension in June 1953, the ball will be carried by that great protectionist Homer Capehart, the chairman-to-be of the banking and currency committee. Will Ike win him over, together with Senator Taft, who has voted against nearly every reciprocal trade agreement in the past 10 years?

HERMAN GROSS

New York, N.Y.

CONTINUED ON PAGE 22

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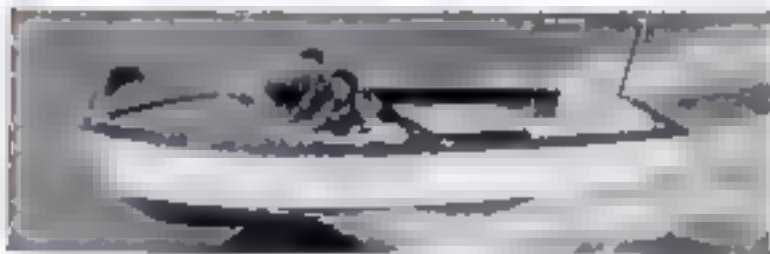
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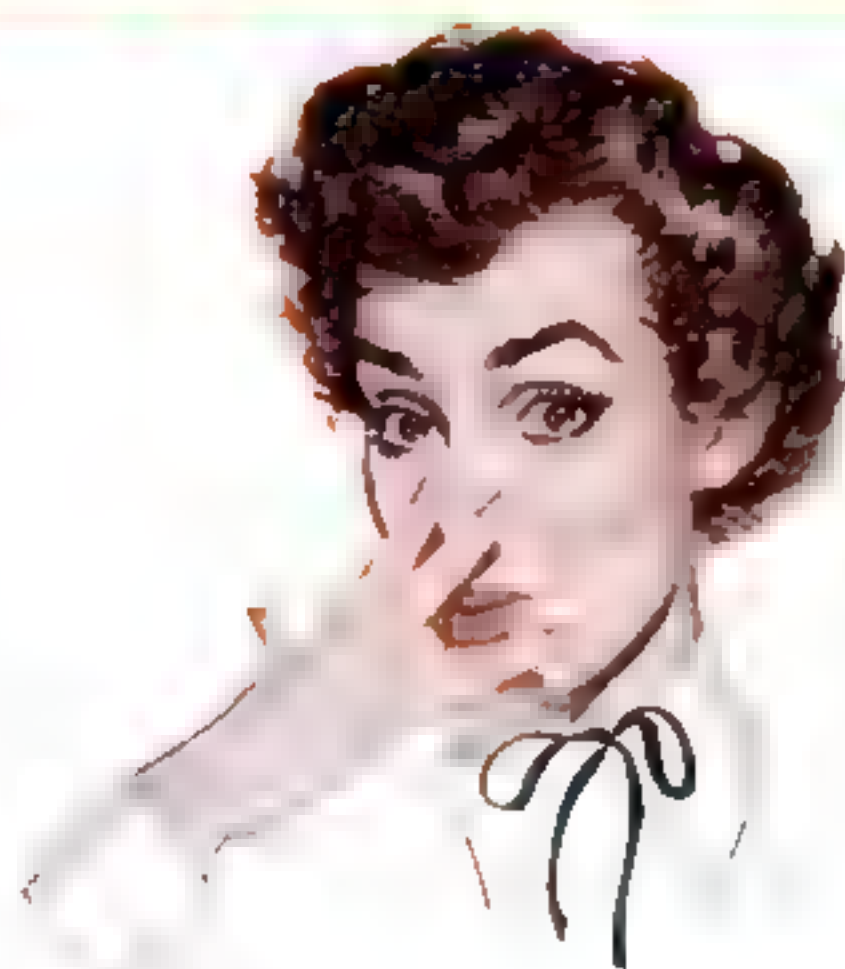
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—with the new
strikingly beautiful

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*B-r-r-r-l
I used to swallow
what's trapped
in there...

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Medico Pipes, Inc., 18 E. 54 St., N. Y. 22

LETTERS TO THE EDITORS

—CONTINUED—

WAR CARTOONS

Sirs:

Your reference to the "super-efficient Germans" and the Allies' sense of humor (*Speaking of Pictures*, LIFE, Nov. 17) recalls a discussion I once had with Bruce Bairnsfather, World War I cartoonist. He dug up a German military handbook which pointed out the importance of humor in helping to maintain the Allied morale. As an example the Germans had reprinted this war cartoon of Bairnsfather's "Ol' Bill."



It shows a gaping shell hole in the wall of a house, a young recruit asking what caused the hole and Ol' Bill's answer: "Mice!" A German footnote added that it must be clearly understood that not mice but a high explosive shell caused the hole.

DAVE BREGER

West Nyack, N.Y.

FIFTH WHEEL

Sirs:

Apropos your parking story, "A Fifth Wheel Makes It Easy" (LIFE, Nov. 17), this idea was shown at the N. Y. Automobile Show some years ago, I think. It attracted attention, but I was told the police would never license its use because a car that can slip into a parking space of only a few inches more than its length hinders adjacent cars from getting out. Unless everyone had such a device it would do more harm than good.

GENERAL C. L. LINDEMANN
(Retired)

New York, N.Y.

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the Kids
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FLASH BULBS**

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This Christmas give the watch that couldn't be!



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Why wait 'til next year? The watches some experts thought couldn't be made at Wadsworth prices are ready and waiting now. Now you can give a really good watch without upsetting your budget. Look what the Wadsworth line brings you:

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Arthur W. Wadsworth
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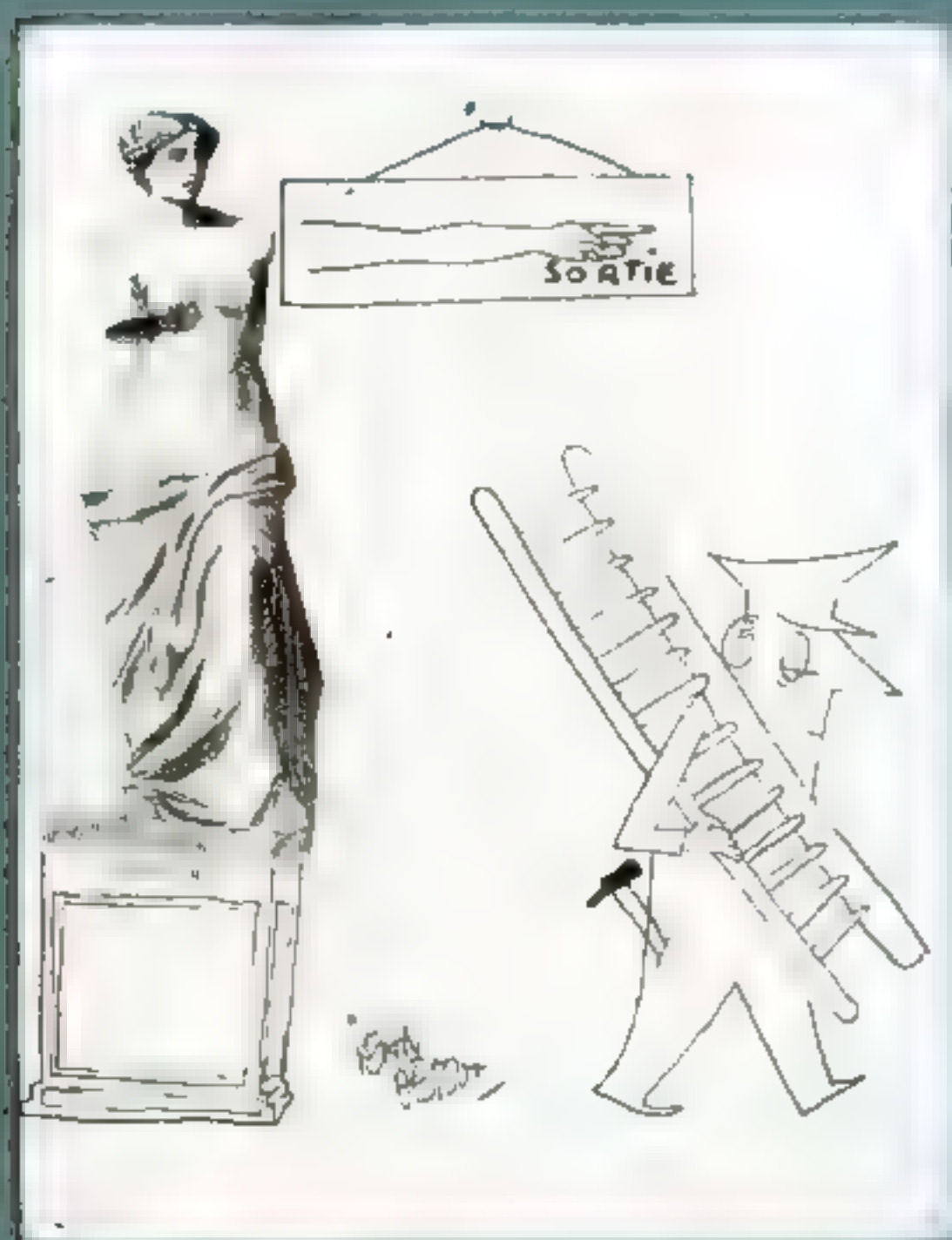
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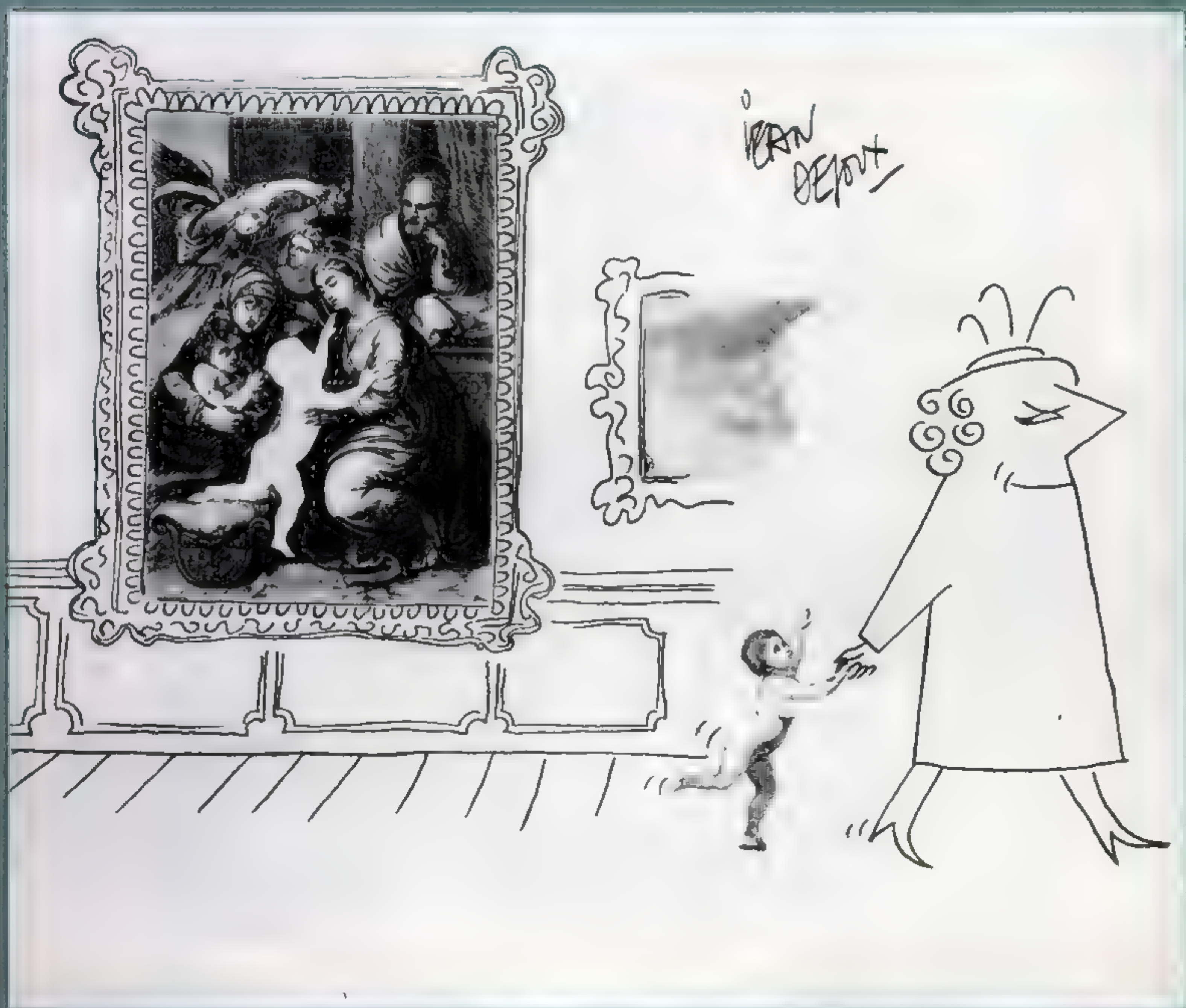


SPEAKING OF PICTURES

The old masters acquire
startling new French look



The cartoons presented here, over which readers of the French magazine *Paris-Match* have been giggling lately, expound a theory that even old masters can be improved by adding or subtracting. Drawn into and around old prints by two French cartoonists named Jean Dejoux and Alain Trodez, they mark the point of furthest advance in the art of drawing mustaches on bitboards. Some of the cartoons depend on the kind of surprise implicit in finding a jeep in the midst of the storming of the Tuileries in 1792, while others take some carefree liberties with art, history and legend. Still others advance a sort of harebrained logic by fixing up the Venus de Milo with a businesslike arm or finding a use for Laocoön's hoselike serpents.



ONE IDEA, DOUBLE RESULT

The creators of modified old masters, after admiring one another's work in the periodicals *Samedi-Soir* and *France-Dimanche*, struck up a partnership last year. They meet, agree on the general subject for a set of cartoons, then work out their drawings separately. At the top is Jean Dejoux, 30, who designs stage settings as well as cartoons. Below is Alain Tredez, 26 (his work is signed Trez), who set out to be a diplomat but got into art by doodling in the brig where he spent half his service in the French army because, he explains, "I am undisciplined."



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Well, *could* you? With that beautiful, mouth-melting Velvet-Crumb Cake just sitting there *asking* to be eaten... *could* you wait till dessert time? Golly, maybe you can't even wait to make this old-timey tasting cake. And the surprise is that you do it with Bisquick. Betty Crocker put her directions for Velvet-Crumb Cake

right on the Bisquick package... along with some real good ways to fancy it up. (Fancy enough to make a lovely gift for your best neighbor. A whole dozen heartwarming gift ideas are down there at the bottom of the page. Make your list.) It's a beautiful fact, missus, for feeding a family, you can't beat Bisquick!



DUMPLINGS



MUFFINS



PANCAKES



WAFFLES



CAKES



COOKIES



MEAT PIE



BISCUITS



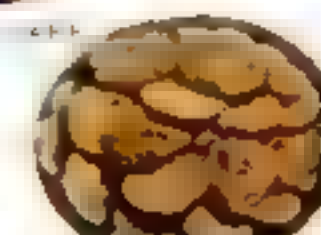
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HISTORY, FROM THE COSMIC DOWN TO CHARLIE



THE MOON AT
EARLY AGE

The readers, bless them, who tell us they save every copy of LIFE for its historical value, have really started something this time. We've gone back just about as far as we can go, as you will find out when you get to page 85 and start our (we think) great new color series, "The World We Live In," with the first part, "The Earth Is Born."

All journalism is a form of history, even when the items reported are stories that are not necessarily complete or fully evaluated. So you will find, in this issue, current history about labor's intense search for new leaders (pp. 31-35) and a preview of events to come soon in Korea (pp. 37-39).

While dealing with serious and even cosmic subjects we try to guard against stuffiness. And we also keep reminding

ourselves that, despite the frowns of the serious historians, events like Wrong-Way Corrigan's flight over the Atlantic keep on happening. We want them to.

For instance, we think you'll be just as pleased as we are to find that a quadruped named Peter is the longest-lived rabbit in history and that some obscure oldtimers from an old part of the country have achieved immortality with odd epitaphs. And the heart of everyone under 185 pounds will be warmed by what is probably the most unimportant bit of information in this issue (pp. 137-140). Hereafter, when Yale men sing the *Whiffenpoof Song*, there will be recalled the history made the other day by Charlie Yeager, "Young 99," the student manager who scored the single insulting point which cut Harvard deeper than the 41-14 final score.



CHARLIE YEAGER
OF YALE

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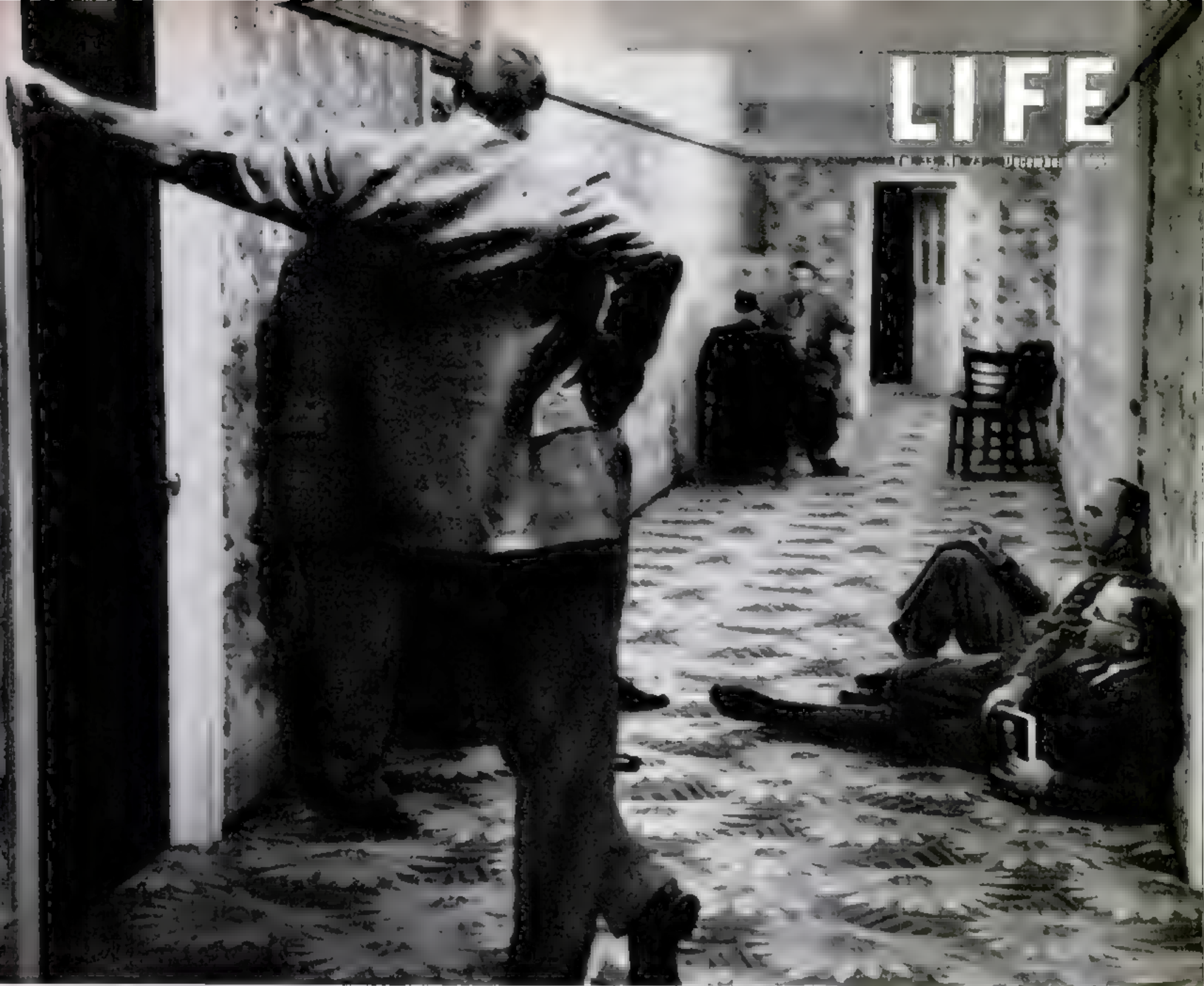
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WAITING FOR WORD, REPORTERS LOUNGE OUTSIDE ATLANTIC CITY HOTEL ROOM WHERE C.I.O. LEADERS MET TO DECIDE BETWEEN REUTHER AND HAYWOOD

U.S. LABOR GETS A NEW COMMAND

For days reporters kept a weary vigil outside a suite in Atlantic City's Ambassador Hotel. Inside, the heads of the C.I.O. were locked in a test of strength to decide whom the C.I.O. convention should choose to succeed the late Philip Murray (LIFE, Nov. 24) as president. After intense politicking the big unions finally swung in behind Walter Reuther, assuring that the convention would elect the dynamic, 45-year-old boss of the United Automobile Workers.

Only five days before in Washington the high command of the rival American Federation of Labor, with an even more impressive show of unity, had met and chosen a new president. He was a 58-year-old Brooklyn plumber, George Meany (p. 35) and he succeeded the venerable William Green.

Unlike the A.F. of L. choice of Meany, who had no real rivals, the C.I.O.'s selection of Reuther did not represent real unanimity but rather a desire to avoid at all costs an open fight for leadership in the C.I.O. convention,

then assembling in Atlantic City. Reuther had powerful opponents. Among them were Allan Haywood, the C.I.O.'s executive vice president, and the Steelworkers' union, which did not like to see control of the C.I.O. pass to the Automobile Workers. But in the inner circles Reuther won over the textile and electrical workers and the oil and rubber unions. His energy, his command of politics and his national reputation as a fighting leader were all powerful assets that made him stand out in contrast to the colorless Haywood, who at best looked like a temporary caretaker.

These changes came at a critical time for the labor movement. Within 17 days it had seen not only the demise of its beloved and trusted leaders but also that of an administration which had encouraged and fostered it for 20 years. But as it entered a period of uncertainty, labor could take comfort from the fact that in the elevation of Reuther and Meany it had two new and purposeful chiefs of staff.



WINNER AND LOSER, Allan Haywood (at left) President-designate Reuther, embrace for newsreel-

LEADERS ARE CHOSEN AGAINST BACKGROUND OF STRIFE, PROGRESS

The history of U.S. labor, like all history, is a record of man's efforts to better himself. Because of the interplay of forces in which it began, it is also a chiaroscuro of dark melodrama and bright but long-deferred hope. It began shortly after the American Revolution when eastern printers and shoemakers organized to better working conditions; the first strike of record came in 1786 in Philadelphia. But the first 100 years is strewn with the

wreckage of small, ill-aimed unions like the National Trades' Union and the Knights of St. Crispin. They could accomplish little against such weapons as the strikebreaker, blacklist, company store, injunction and—most of all—the public-opinion-backed prerogatives of 19th Century business. In its uphill struggle the U.S. labor movement was further handicapped by the stream of immigrant labor, the frontier lands that lured many a potential union

THE TRIAL
OF THE
BOOT & SHOEMAKERS
OF PHILADELPHIA,
ON AN INDICTMENT
FOR A COMBINATION AND CONSPIRACY
TO RAISE THEIR WAGES.

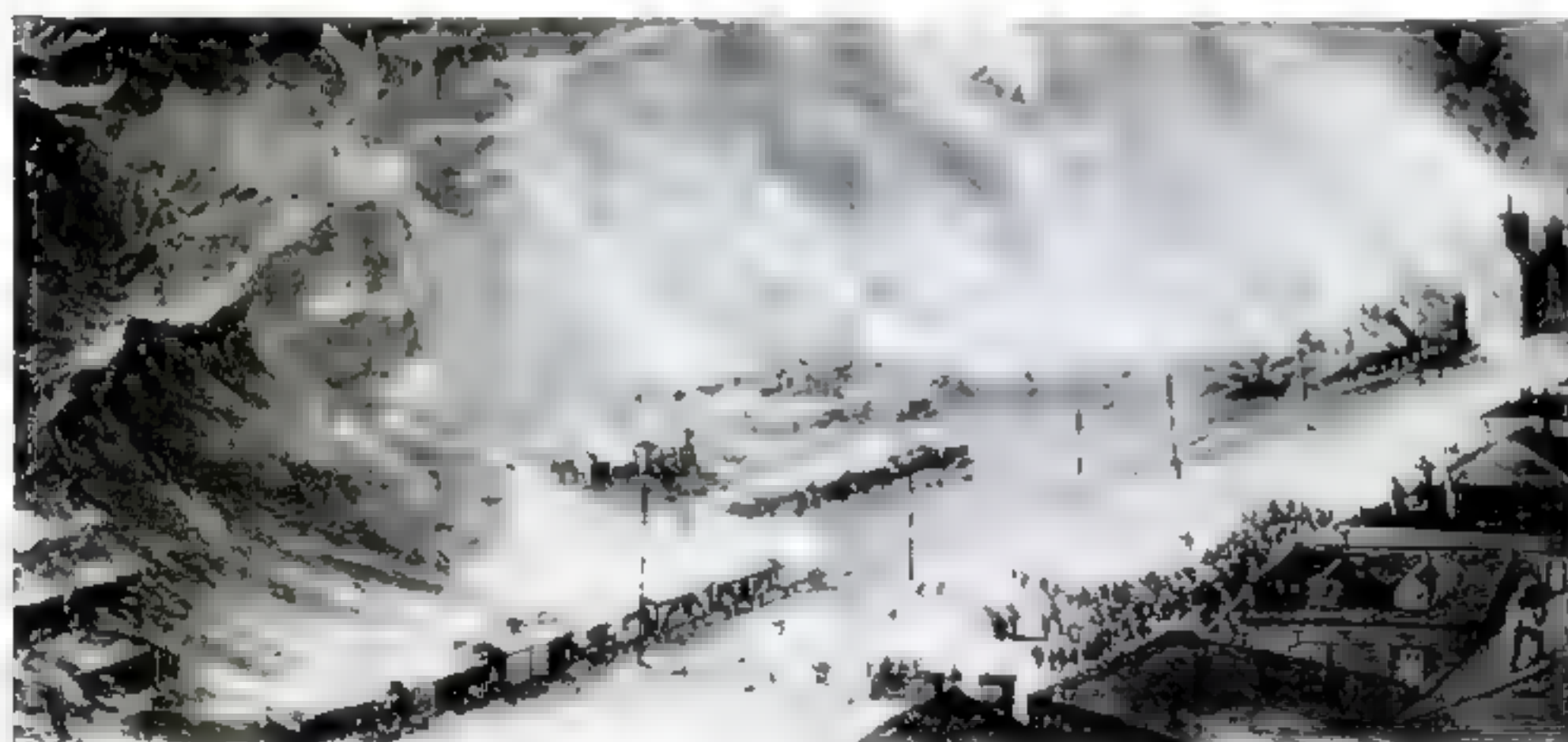
IN 1806 the Philadelphia shoemakers "turned out" (struck). Title page of the record of their trial shows prevailing attitude toward labor's ambitions.



1860 DEMONSTRATION for higher wages by girl workers in Lynn, Mass., factories brought out Lynn City Guards. In early 19th Century women got 8¢ to 50¢ a day; 65% of the jobs in East Coast factories were held by children under 12 or women. Demonstrators were called "dirty shirts," "the rabble."



1871 PARADE by masons, carpenters and joiners was led by horsemen past New York's Cooper Union, in a futile demand for the eight-hour day.



ERA OF VIOLENCE during latter 19th Century was highlighted by "Great Strike" of 1877. Touched off by railroad wage cuts and firing of unionists, U. S. rail workers struck. In Pittsburgh strikers fought

against militia, burned the depot and freight cars (above). Throughout the U.S. 100 were killed. As was to happen 37 years later after Ludlow (below) the nation felt a wave of sympathy for the workers.



HOMESTEAD RIOT in 1892 was fought between Pinkerton strike breakers and steel workers over wage cut after Carnegie ordered union broken, and went grouse hunting. Ten were killed.



LUDLOW MASSACRE is one of darkest episodes in U.S. labor relations. When Colorado miners demanded union recognition, Rockefeller management hired guards and gunmen who attacked strikers' tent camp, burned it (above). Thirty-three were killed, among them two women, 11 children, and 100 wounded.



RADICAL "Big Bill" Haywood led Industrial Workers of the World. Elizabeth Gurley Flynn (left) is now on trial for Communist conspiracy.



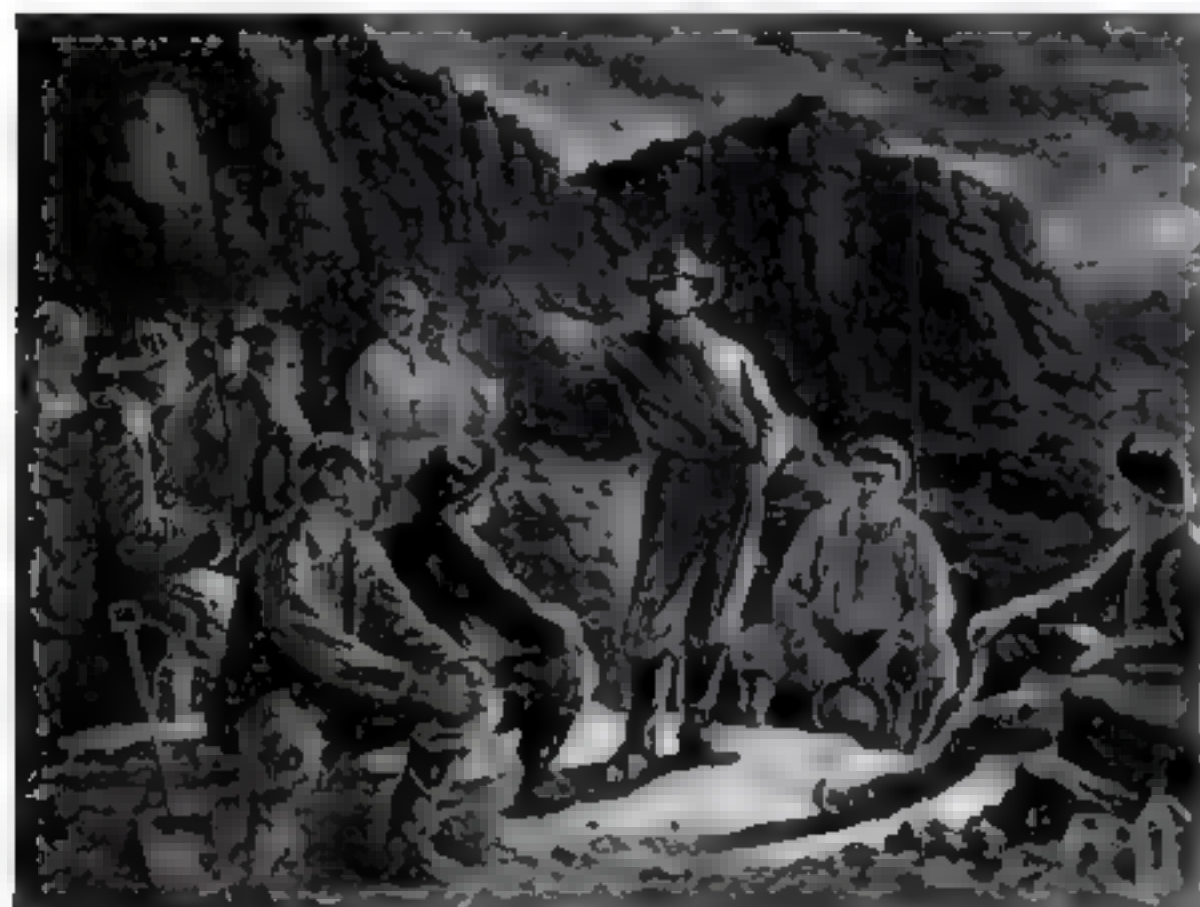
AT LOW EBB of unionism after World War I, John Lewis and William Green visited White House to tell President Coolidge striking miners' plight.

stalwart away from the industrial wars, and the occasional "panics" that sent workers into the streets to beg bread. The crackpots, anarchists and Utopians who also attached themselves to the labor movement did not help it.

What has grown today into a 15-million-member movement got its first real start with the birth of the American Federation of Labor under the responsible, carefully nonpolitical leadership of men like Gompers (*below*) and

Strasser—and by occasional outbursts of public indignation at the "massacres" by company "guards" and city police. By World War I unions were strong enough to demand and get recognition from war-contracting industries. They largely lost this advantage during the era of Coolidge prosperity. But the depression brought the friendly New Deal, with its ban on the injunction and its protection of the right to organize. John Lewis led his aggressive

C.I.O. out of the craft-organized A.F. of L. and a host of young firebrands like Reuther captured the workers of the mass production industries. The 40-hour week, minimum wage and pension became commonplace; so did labor's participation in political campaigns. Last week, even amid the uncertainties of new leadership, Labor was strong in the realization that it had come a long way from the time when it wistfully hoped to obtain a 60-hour week.



"THE MOLLY MAGUIRES" was secret society of Irish miners in the 1870s in Pennsylvania anthracite regions. The "Mollies" retaliated against oppressive Welsh-English supervisors with beatings and killings that helped confirm public suspicion of labor.



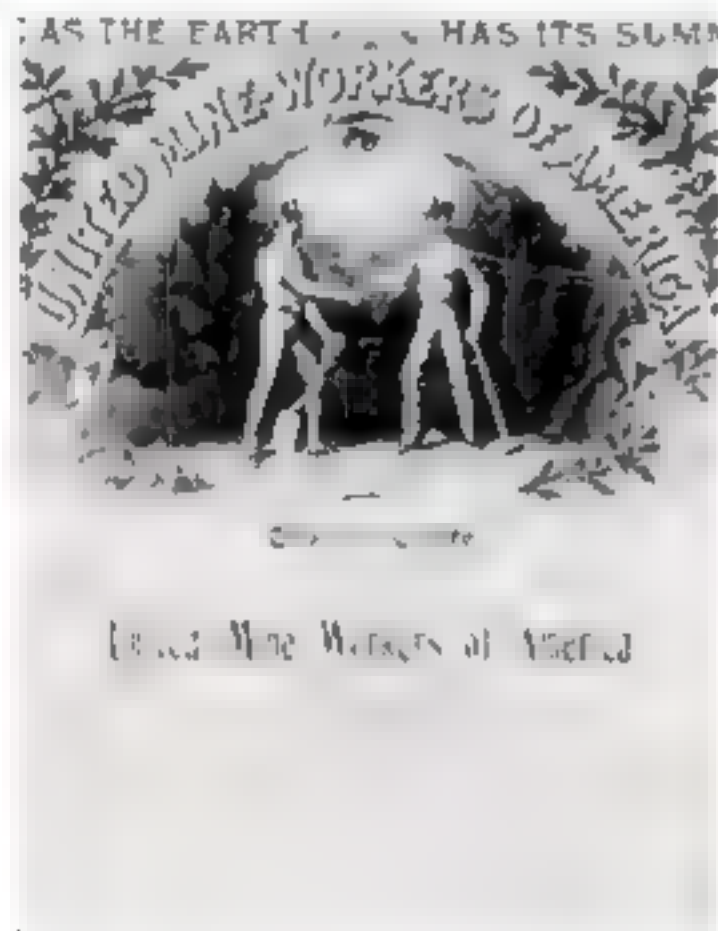
KNIGHTS OF LABOR, first a secret society to thwart spies, was founded in 1869 by (*back*) James Wright, R. C. Macauley, J. M. Hilsee, R. W. Keon, and (*front*) W. Cook, J. S. Kennedy. Empty chair is for deceased U.S. Stephens.



1890 CARTOON exaggerated power of Knights' leader Powderly (*left*). Union had already lost 6/7ths of its membership.



"KING DEBS" Eugene Debs, head of American Railway Union was caricatured in 1894 during Pullman strike which failed after seven were killed.



MINE WORKERS, whose membership certificate appears above, welcomed all workers, skilled or not and won a major soft-coal strike in 1897.



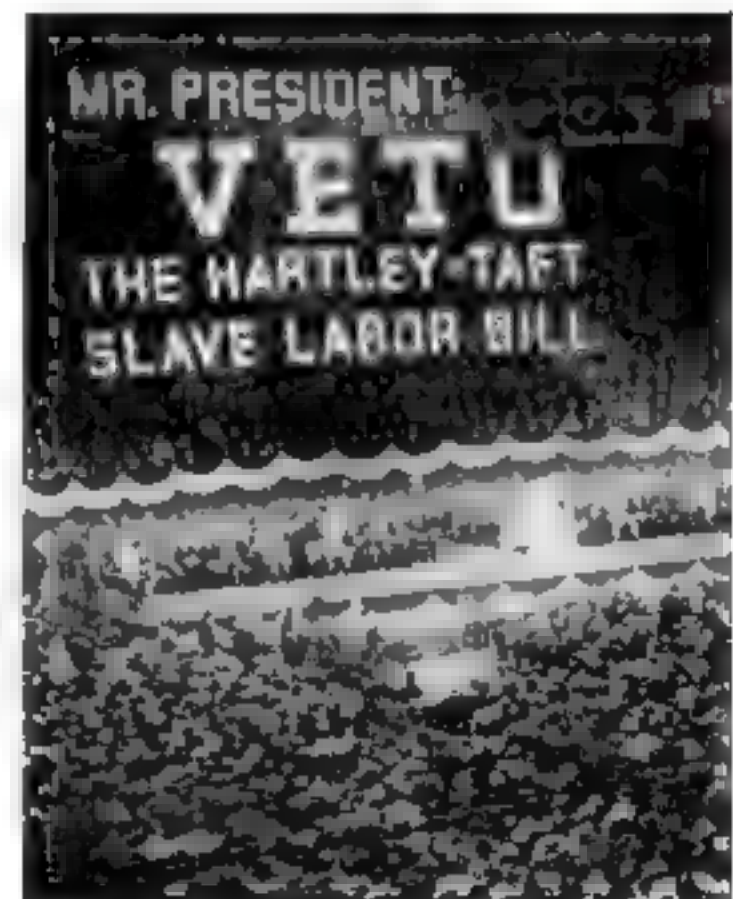
BIG MEN of the union movement at turn of century were John Mitchell and Samuel Gompers (*right*). Mitchell was the first major leader of U.M.W. (second was John L. Lewis, who succeeded him in 1919). Gompers and Adolph Strasser founded the A.F. of L. as a centrally controlled group of craft unions in 1886.



A PYRRHIC VICTORY was won by Ford Company with hired thugs over U.A.W. leaders Reuther and Frankenstein in campaign to organize last of motordom's Big Three. Ford finally gave in.



MEMORIAL DAY MASSACRE at Republic Steel in South Chicago was a high point of the resistance to the '30s burgeoning unionism. Strikers with mayor's permission to picket peacefully went to the plant, were attacked by cops. Ten were killed, 50 shot.



1947 DEMONSTRATION showing political confidence of A. F. of L. filled New York's Madison Square Garden to demand veto of the Taft-Hartley law.



RELAXED ATMOSPHERE at opening session of C.I.O. top executives did not last long. Clockwise around the table: Allan Haywood, executive vice president,

Jacob Potofsky, Clothing Workers, O. A. Knight, Oil Workers, Joe Curran, Maritime Union, Emil Rieve, Textile Workers and Walter Reuther of the U.A.W.



REUTHER'S OPPONENTS, David McDonald of Steelworkers, and Allan Haywood tried to unite opposition and stop drive on behalf of U.A.W. chief.



CHIEF CONCILIATOR was Jacob Potofsky of Clothing Workers who sought to prevent an open breach between Reuther supporters and the others.

AS C.I.O. DEBATES, THE A.F. OF L. DECIDES

When C.I.O. executives first assembled in New York last week, casual laughter at the council table preceded serious politicking for leadership. Meanwhile, in Coshocton, Ohio where he was born and where he died, the A.F. of L.'s third president, William Green, was buried. Next day in Washington, meeting before his portrait and empty chair, the federation chose

Green's successor. He is George Meany, a 58-year-old, 200-pound New Yorker, lifelong member of the plumbers and steamfitters union, the son of a plumber and an adept and able politician. In his first statement he made a hopeful gesture of conciliation to the leaderless C.I.O. He said that the A.F. of L. stands "ready, willing and anxious" to talk of unity.



EARLY MOURNERS for the A.F. of L.'s William Green at funeral in Coshocton, Ohio were federation Vice Presidents Matthew Woll and David Dubinsky.

NEW REGIME in A.F. of L. begins as President George Meany, beside the Bricklayers' Harry Bates, stands under William Green's crepe hung portrait.



THE COLLAPSE OF PRICE CONTROLS

The resignation of Tighe Woods, Truman's third price administrator in two years, may have alarmed some housewives. Only a few weeks before his sudden walkout, he concluded from a nationwide trip that most housewives wanted price controls even though they didn't understand them. Having determined this, he threw in the towel.

Does this mean, with an incoming Republican administration which dislikes controls, that we are in for another round of rising prices? On the contrary, Eisenhower has given us every reason to expect the most realistic handling of inflation since World War II.

He put his finger on the problem and its cure in his October 22 speech at Troy, N.Y. The inflation, he said, was fired by the Administration's refusal to use monetary and fiscal powers it already

possessed, while screaming for a price control law to deal superficially with its own bungling. They neglected those simple indirect checks on the money and credit supply which, as the London *Economist* recently acknowledged, "constitute the most powerful and pervasive weapon of economic control that any government can use."

So the collapse of price controls need not mean the renewal of inflation. It can be handled by two main policies: 1) balancing the federal budget (this may mean some delay in general tax reductions), and 2) more freedom for the Federal Reserve Board to use without political interference its legal powers over the supply of money and credit. No quantity of price administrators or ceilings can take the place of economic sense and honesty in high places.

HOW COMMUNISTS USE 'PROJECTION'

The People's Congress for Peace will open next week in Vienna. If we read the form charts correctly, it should be a saturnalia of what psychiatrists call "projection."

To project—in the psychiatric sense—means to pick out a goat to blame for your own sins. Projection is psychological buck-passing, an attempt to snatch the skeleton from your closet and stuff it into the closet of another in order to ease your conscience.

Not only individuals, but the governments of totalitarian states indulge in projection. As a deliberate practitioner, Stalin has made a fumbling tyro of Hitler, inventor of the Big Lie. Since the war nearly half a billion people—from the Philippines to Israel—have obtained their liberty from the Western nations which formerly dominated them. Meantime more than half a billion other people—from Czechoslovakia to China—have been enslaved by the Kremlin. Yet because of the Kremlin's ceaseless, screaming projection, "imperialism" is a word the Western nations still wince at.

Next week's Peace Congress is bound to be a three-ring projection circus for the simple reason that it is being staged by the Cominform, the Kremlin's international agitation-and-screaming apparatus. That Stalin should have the effrontery to stage another peace congress is, of course, as though Hitler had called a Congress to Combat Race Prejudice. The actual Communist logic on peace should by now be well known: 1) true world peace can be attained only when the whole world has been made Communist; 2) therefore any nation that resists Communism is against peace and is in fact a mad dog fascist collection of warmongers.

In last week's *New Leader*, G.E.R. Gedye reports from Vienna a series of antipacifist fulminations from beyond the Iron Curtain. Only last September, for instance, Alexei Cepicka, the Czechoslovakian war minister and Premier Gottwald's son-in-law, said, "The Communist

peace movement did not and could not have anything in common with organizations which in the past had glorified peace or with various sects whose members refused to fight." In Hungary the pacifist Jehovah's Witnesses were steamrollered by the party, and an editorial in the Communist *Magyar Nemzet* declared, "We cannot tolerate within the peace movement any symptoms of detrimental pacifism."

But, signals off! The agitational purposes of the Peace Congress require a new party line. Pacifism is no longer "detrimental"; its advocates are wanted in Vienna. The Cominform is after warmhearted or furry-minded men with prominent names; in the good old Popular Front manner of the 1930s, it is again roping in the earth's intellectual chumps. There will doubtless be some legitimate pacifists at the congress, lending their half-intentional support to its archprojectionist theme: that America is the heir of Hitlerism.

A prime projection at the congress will be the case of Julius and Ethel Rosenberg, the atom spies who have been condemned to death by a U.S. court. Since the Rosenbergs have not yet exhausted their legal recourses, Americans need not yet decide whether this extreme sentence should for any reason be commuted. Meanwhile the case will be presented at Vienna as something it demonstrably is not: the opening crash of a wave of American anti-Semitism. That will be this year's substitute for last year's charges of germ warfare.

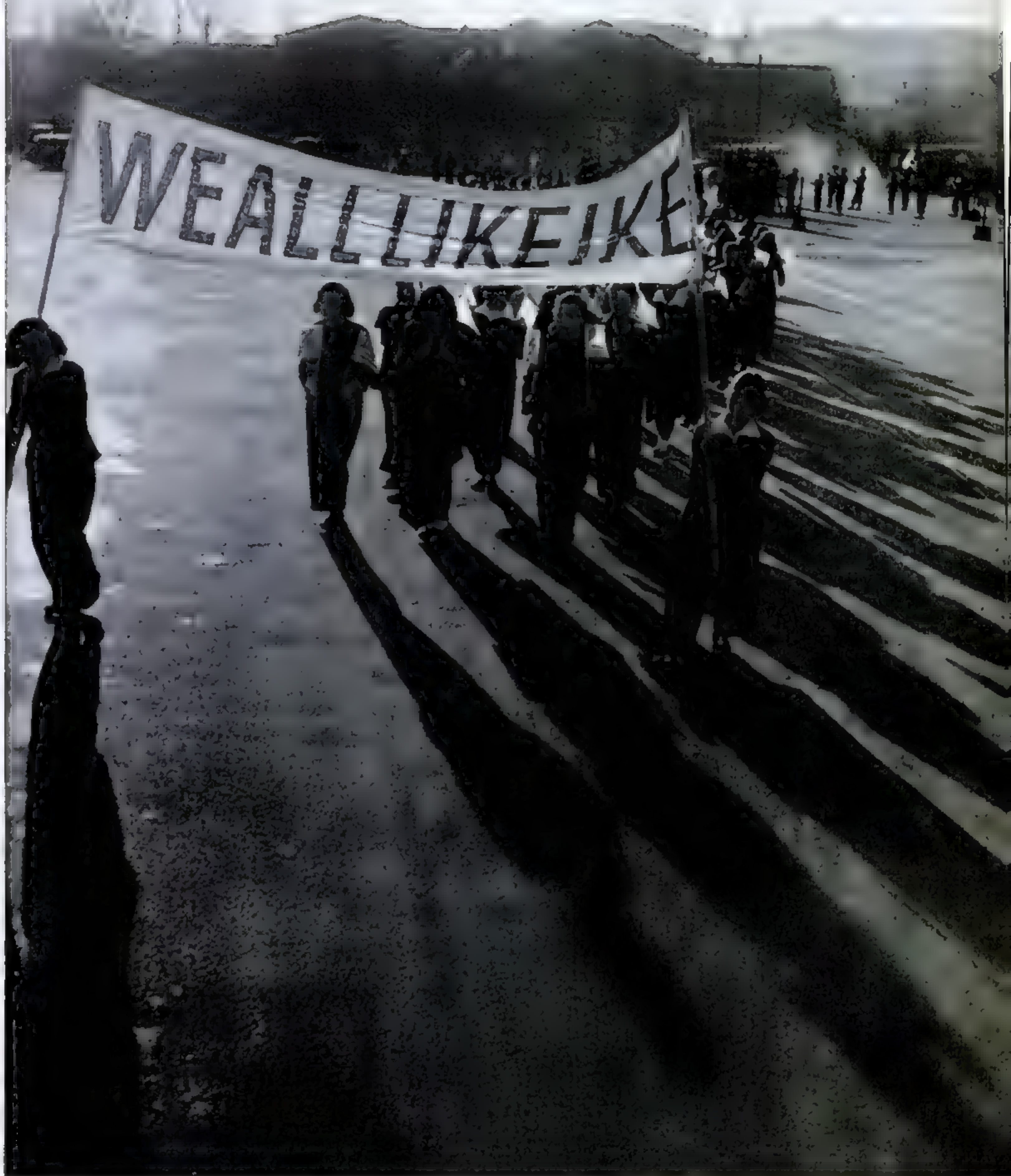
But will the recent Prague purge trial, which has just condemned 11 Czech Communist leaders to death for sabotage and "Zionism," be discussed at the People's Congress for Peace? Will it be pointed out that its purpose was to win friends for Communism among the Arab nations, to put the blame for all Czechoslovakia's troubles on its Jews and to convince Germans in East Germany that, after all, Hitler was right? We don't think that it will: such a facing of facts would be contrary to the Communist strategy of projection.

HUNS AND REPATRIATION

A lot of people are reading Gibbon these days for the gloomy thrill of finding superficial analogies between the fall of Rome and the "decline" of the West. But sometimes the analogies show that the West is still capable of doing right what the Romans did wrong. The following excerpt tells how the younger Emperor Theodosius mishandled the Fifth Century version of our Korean prisoner issue. It is from Chapter 34 of the *Decline and Fall*, dealing with a treaty between the Eastern Empire and Attila the Hun:

"The King of the Huns appears to have established as a principle of national jurisprudence, that he could never lose the property which he had once acquired in the persons who had yielded either a

voluntary or reluctant submission to his authority. From this principle [he] concluded . . . that the Huns who had been taken prisoners in war should be released without delay . . . and that all the barbarians who had deserted the standard of Attila should be restored without any promise or stipulation of pardon. In the execution of this cruel and ignominious treaty, the [Roman] officers were forced to massacre several loyal and noble deserters who refused to devote themselves to certain death; and the Romans forfeited all reasonable claims to the friendship of any Scythian people by this public confession that they were destitute either of faith or power to protect the suppliants who had embraced the throne of Theodosius."



KOREAN MANSEI

Fired by the enthusiasm of all South Korea, 21,000 schoolchildren last week paraded in Seoul in a warm-up for the *Mansei* (Korean equivalent of "Banzai") they are planning for

a president-elect. Flying banners with a familiar message, the tiny Grover Whalens expressed a widely held sentiment for a man on whom the world's eyes were fixed (*next page*).

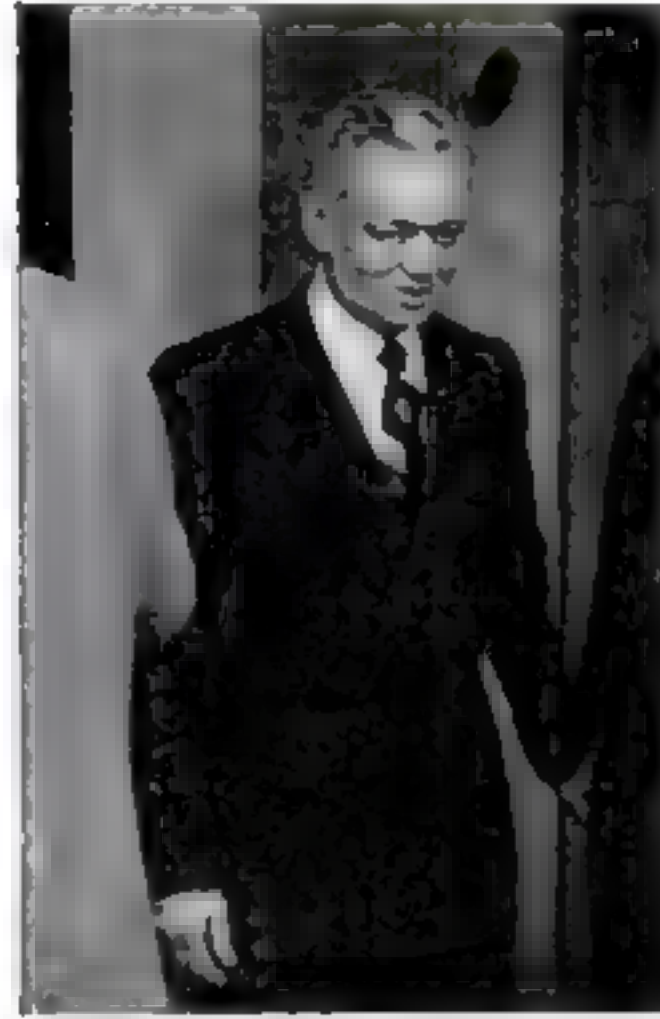
PEOPLE, GOWNS, HOPE—ALL NEW

Making itself felt abroad as well as at home, the forthcoming Eisenhower administration stirred Korea to pin a battered nation's deadly serious hopes of the future on Ike's expected visit while a Paris *couturier* fussed over the somewhat less portentous problems of dressing a future first lady. And in New York, working with buoyant drive, Ike spent the week

putting his administration together. Taking time out only to carve the Thanksgiving turkey and to watch the Army-Navy game on TV, he made appointments nearly filling out the official family he will take to Washington. At the same time he absorbed briefings on the manifold matters he must understand to master problems the world looks to him to solve.



VISITING THE U.N., Eisenhower, with his choice for Secretary of State, John Foster Dulles (right), was met by Secretary General Trygve Lie who conducted him on tour. He has supported U.N. negotiators' stand on prisoner repatriation.



KEY CAMPAIGNER, Gov. Sherman Adams, New Hampshire, will be assistant president, "chief of staff."



TAFTMAN Ezra T. Benson of Utah first met Eisenhower last week, was appointed Secretary of Agriculture.



G.O.P. CHAIRMAN Arthur Summerfield will quit Chevrolet agency (above), become Postmaster General.



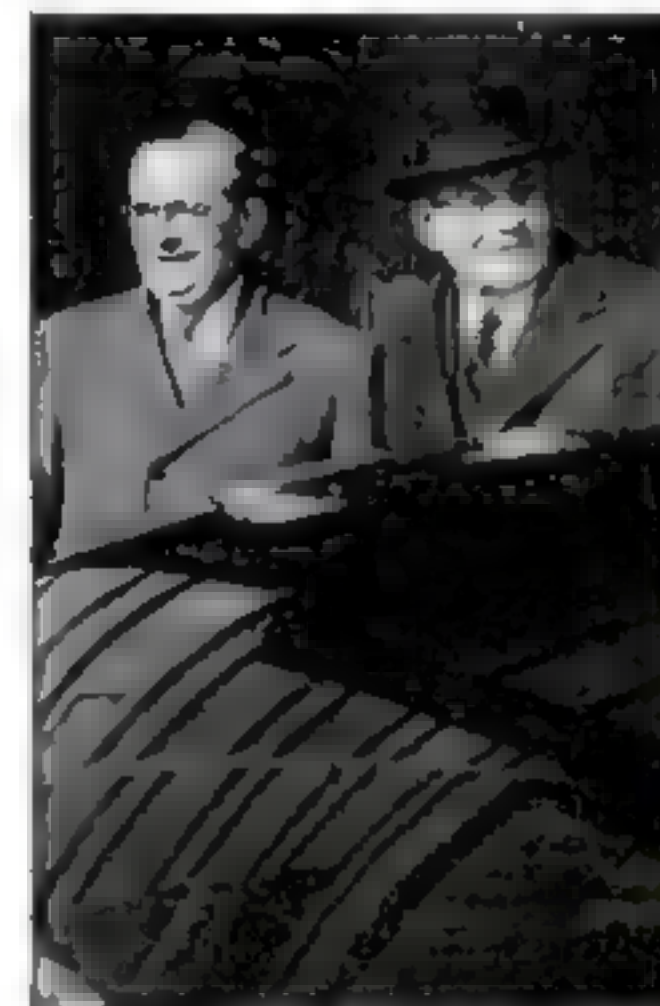
NEW TREASURER, Mrs. Ivy Baker Priest, is congratulated by James Hagerly, who will be press secretary.



FREQUENT VISITOR, Sinclair Weeks of Boston, is member of Ike's inner circle, slated for important job.



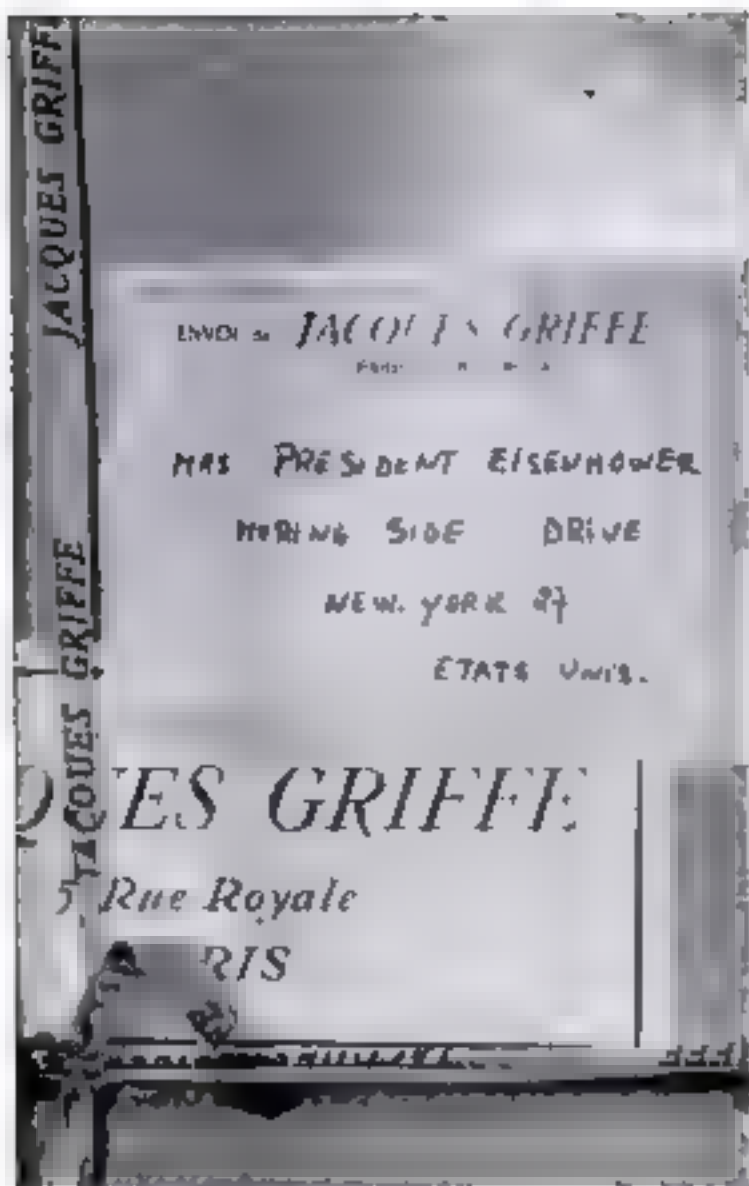
PROBE SPECIALIST, William Rogers (right), joins Herbert Brownell as his deputy attorney general.



SON OF SENATOR, Arthur Vandenberg Jr. (left, with Dulles), will handle the president's appointments.



A "LIFE" EDITOR, Emmet J. Hughes (at right), with *FORTUNE*'s C. D. Jackson, will handle reports.



FUTURE STATUS is combined with present address (spelled wrong) on label of gowns shipped by a Paris couturier.



NOTED FIGURES of present and future White House residents are kept in Jacques Griffe's Paris workshop. Margaret Truman's dress form stands at left, Mamie's at right with unidentified customer's between.



NEW DRESS, a two-piece faille named *Dernier Né* (latest creation), costing Mrs. Eisenhower about \$250, gets last checkup.



SPELLING IT OUT, 10 Korean students keep step at the head of a parade rehearsing the welcome they intended to give President-elect Eisenhower—if he arrived and made the public appearance they all hope for. The parade took two

hours to pass the capitol building and, although it was called a spontaneous children's demonstration, was expertly organized and defied the orders of the Korean authorities by including many signs lettered, "Give the Reds Hell, Ike."



WELCOME MAT is out for Ike. Newly painted banner is drying outside of capitol building in Seoul, will be hoisted later.



NAMED YOU KNOW WHAT, streetcar takes trial run along Seoul street. It hauls a float with both American and Korean flags, a portrait of Ike and sign saying, "Appreciate your timely visit to Korea."



HAYMAKER in which Ike downs Stalin with a single blow is a suggestion offered by a banner in student demonstration.



DU PONT DEFENSE mobilizes in Chicago. Seated, clockwise, are Du Pont directors Hugh Sharp Jr., Pierre du Pont III, Lamont du Pont Copeland and, with hearing aid, former president and honorary

chairman, Pierre S. du Pont. At the table head is the president, Crawford Greenwalt, then Director Irénée du Pont; Board Chairman Walter Carpenter; Vice Presidents Henry du Pont, Angus Echols,

Walter Beadle. Standing are Du Pont lawyers, headed by John Harlan (10th from left). Next, 11th from left, is J. Bruce Bredin, whose daughter, 4-year-old Margareta, is one of the youngest defendants.

THREE PROSECUTORS ENGAGE THE DU PONTS



PROSECUTION LAWYERS number three, Willis Hotchkiss (center), Dorothy Hunt, Paul Ford.

The Justice Department had an antitrust case in the works in Chicago last week that promised not only to be interminably long but snarled in legalities and red tape. Normally such cases are thumpingly dull. But this time the federal government was out after the Du Ponts, the most powerful, proud and tightly knit of the nation's family clans, and for once a civil suit took on an awesome glitter. It was not enough that 117 of the family, from patriarchs Irénée and Pierre (right) to little children were defendants. These were joined by General Motors, the world's biggest auto maker; U.S. Rubber, one of the biggest tire manufacturers; three Du Pont holding concerns; and by the huge Du Pont Company itself, which built the U.S. an atomic energy plant for a fee of just \$1. The government charge was

that the Du Ponts, by owning big blocks of stock (23% of GM, 17% of U.S. Rubber), controlled these and that in so doing they had created a monopoly. The government goal was a court decree forcing the Du Ponts to sell their stock in GM and U.S. Rubber and keep hands off thereafter. The Du Pont Company's defense was that free competition did exist between the companies and that the government's real objection was to its size and success.

Not only were the figures involved fantastic—a \$5 billion business empire and personal wealth which caused the government rather theatrically to subpoena 31 defendants lest they stray for a sojourn "in the Bahamas, or on their yachts in the Mediterranean, Indian Ocean, or elsewhere," but there were famous names outside the clan. One whose name was



Six of those standing at right are court-appointed guardians who protect interests of minor defendants, of whom there are 59. Sixth from left is Howard Neitzert, who made defense's opening statement.

THE CLASSIC ANTITRUST CASE GETS STARTED—AND STOPPED

mentioned as a witness is Charles E. Wilson, recently GM's president and now President-elect Eisenhower's designated Secretary of Defense. And to defend themselves in history's biggest antitrust case the Du Ponts had assembled an array of legal talent (*above*), which, when added to that of the other defendants, came to a staggering 63 lawyers. The prosecution consisted of a team of only three (*left*), headed by the Midwest's antitrust chief, Willis Hotchkiss. His long years of preparation had so enmeshed him in this great case that last week he himself supplied the most dramatic touch (*next page*). His four-hour opening speech had hardly echoed through the courtroom when Hotchkiss, ill from overwork, was forced to retire to a hospital and the case that had worn him out was postponed till Jan. 5.



DUPONT PATRIARCHS Pierre, 82 (*right*) and Irénée, 75, most powerful members of family, stand

in federal building during recess. Pierre was formerly president of General Motors, Irénée a director.



THE JUDGE, Walter LaBuy, was appointed to District Court by F.D.R. in 1944, is hearing the case without jury.

A TIRED CHIEF COUNSEL RECOUNTS U.S. CHARGES

When the trial began last week, Willis Hotchkiss was not in court; exhausted from overwork he was trying to get some rest. This was unusual, for in his 50 years, Hotchkiss has rarely rested. Son of a Quaker missionary, he spent 10 of his first 14 years in Africa. At 15, in the U.S., he was a bugler in the Marines. By 17 he had wangled a transfer by writing President Woodrow Wilson and was sergeant in a regular outfit. Later he worked his way through school, college and law school, then around the world, and studied under Thurman Arnold as a Sterling Fellow at Yale.

The Du Pont case has been Hotchkiss' special charge since 1948, and at home, from his sofa, he began (below) reading parts of the speech he made before Judge LaBuy (left). In the absence of Hotchkiss, his assistant, Paul Ford, left court when it adjourned and stood, worrying about the situation, on an ornate balcony outside (right). Later he got together with the other lawyers and agreed on the postponement.

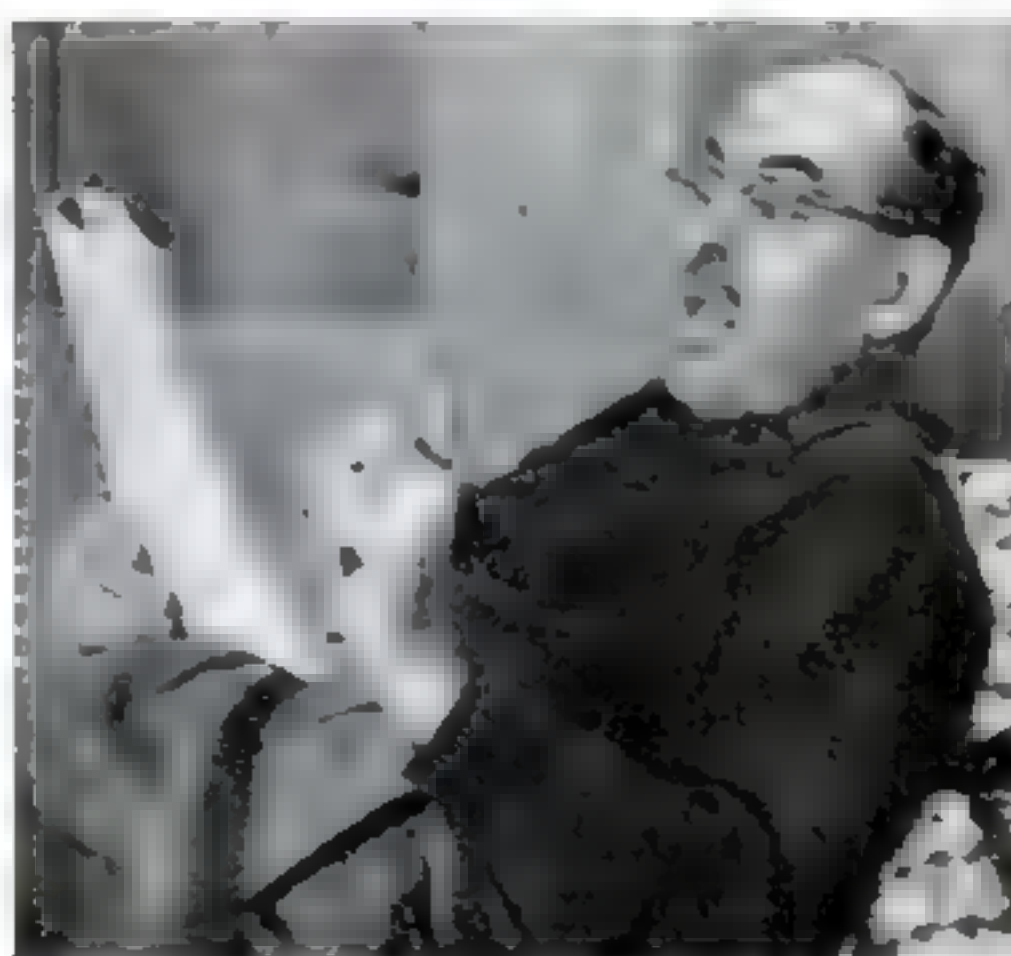


"I SAY, YOUR HONOR," Hotchkiss repeats speech, "what has been achieved here by this combination concern-

trated in this tiny handful of people, is monopoly run amuck. It is arrogant, ruthless, but subtle and persuasive."



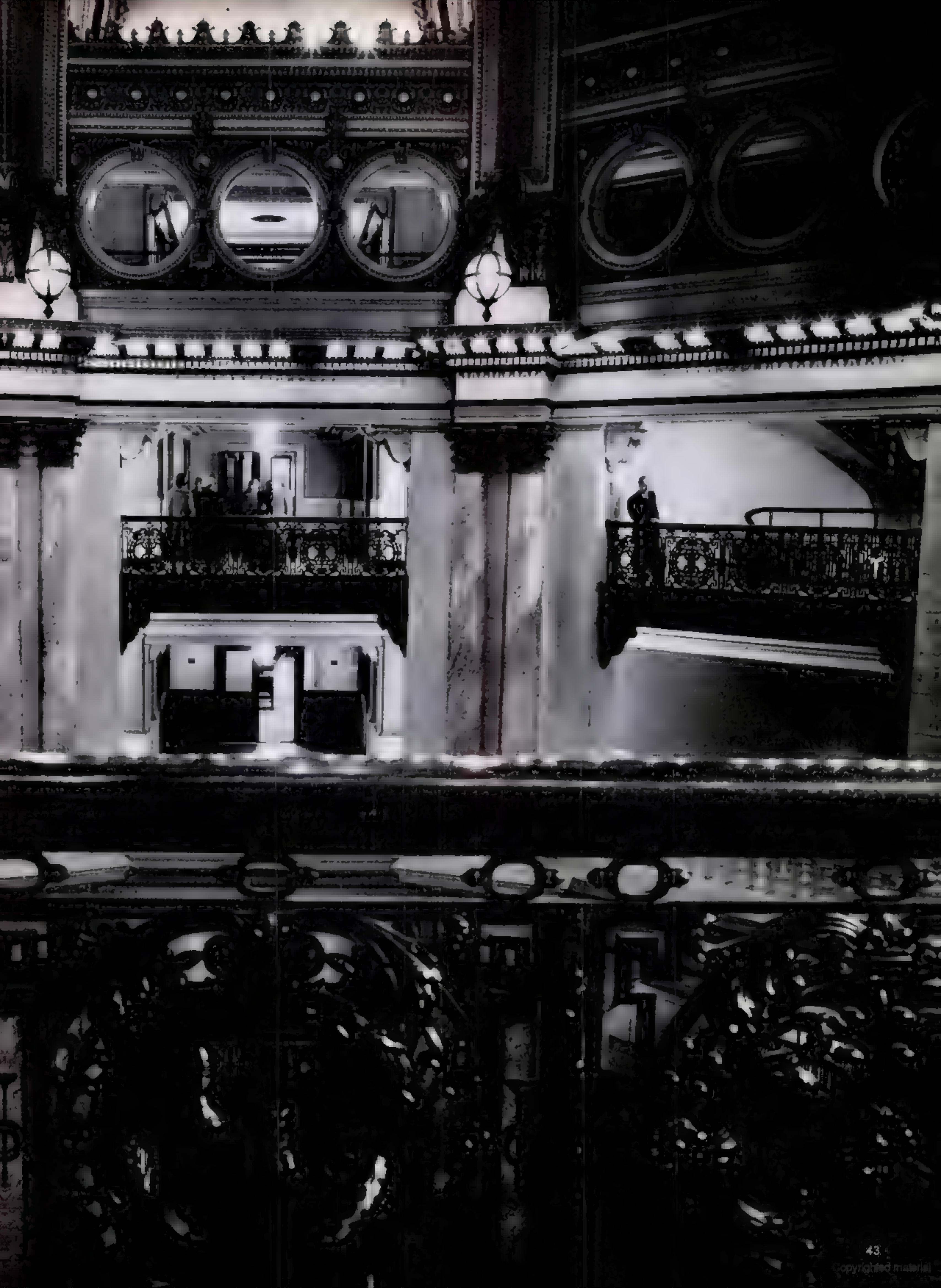
"THIS CASE presents the court with a historic choice as to the type of economic system this country shall have."



"WE ARE APPLYING here, in this case, in this courtroom . . . the American substitute for economic revolution."

AFTER ADJOURNMENT HOTCHKISS' ASSISTANT PAUL FORD (RIGHT) STANDS ALONE IN COURTHOUSE ROTUNDA—▶







SPECTRAL PEDESTRIAN SCAMPERS ACROSS A DESERTED STREET SWEEPED BY FLURRIES OF SNOW IN DOWNTOWN OMAHA AT THE HEIGHT OF THE BIG STORM

SNOW BRINGS WOE TO WEST

Unlike the Americans of Whittier's *Snowbound*, who knew enough to hole up for the winter in front of a warm fire, millions of people were caught out last week in a 60-mile-an-hour blizzard that covered most of the Midwest and Southwest. Thirty-eight were reported killed as a result of the storm. Schools shut down, utility lines snapped, transcontinental highways and railroads were blocked, and stalled motorists scampered like rabbits over frozen

prairies, looking for shelter (500 were put up overnight in Boys Town, Neb.). Every town and roadside had its scenes of woe like those on this page.

The storm lasted for 24 hours. But the next day the sun was shining again, and authorities were helping several hundred grumpy motorists to dig their marooned cars out of the highways. They were also looking for a Greyhound bus which had disappeared somewhere in Iowa.



←ABANDONED CAR WAS FOUND UNDER FIVE FEET OF SNOW NEAR OMAHA

"Vegetable Dinner"...in a Bowl

(14 different garden vegetables)



Delicious...Nourishing...Strictly Vegetable



This soup is strictly veg'table,
A feast of all the best;
You'll find it rates a welcome
From Daddy, children, guest!

How you'll enjoy this wonderful vegetable soup!
No fewer than 14 garden vegetables—every one
different, every one luscious—mingle their fine
flavors in a gently seasoned vegetable broth.
No wonder it's so satisfying, such grand eating!

You'll make Campbell's Vegetarian Vegetable
Soup the very heart and center of scores of
meals. You'll build thrifty, hearty lunches and
suppers around it for the whole family. You'll
set brimming bowls before the children at noon
and at early-to-bed suppers. Like so many
women, you'll keep this good soup on hand. For
a can on the shelf is a meal on the table—quick!

Campbell's
VEGETARIAN VEGETABLE SOUP





Only the **finest** is fine enough for **Christmas**



Available in handsome gift cartons
where legally permissible

Give **Seagram's** and be **Sure** of the finest

SEAGRAM'S 7 CROWN BLENDED WHISKEY. 86B PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK



he'll be so nice to be near...all through the year

when you give him grooming essentials for men

by **MAX FACTOR**
HOLLYWOOD



New THREESOME Special:
Deodorant Cologne,
Cream Hair Dressing,
After Shave Lotion
Only \$2.40*

New TWOSOME Special:
Deodorant Cologne,
After Shave Lotion.
Only \$1.65*

TRAVEL TRIO: Plastic kit
with Deodorant Cologne,
Cream Hair Dressing,
After Shave Lotion in
leak-proof squeeze bottles. \$3.50*



GIFT THREESOME:
Large sizes of Deodorant
Cologne, Cream Hair
Dressing, After Shave
Lotion. \$4.20*

GIFT TWOSOME:
Large sizes of
Deodorant Cologne,
After Shave Lotion. \$2.90*



AFTER SHAVE LOTION.
Large size, \$1.30*

Warm your man's heart this Christmas with a luxurious gift of Signature by MAX FACTOR Hollywood. Surprise him with tingling After Shave Lotion that gives a fresh feeling that lingers for hours . . . refreshing Deodorant Cologne that combines a masculine cologne with the most effective deodorizing ingredient known . . . non-greasy, non-sticky Cream Hair Dressing

*plus tax

LIFE ON THE NEWSFRONTS OF THE WORLD

Czech Reds find Zionism a hanging offense; 24 new cardinals are named



CLEMENTIS AND VISHINSKY IN HAPPIER DAYS

In the biggest of all the satellites' purge trials a Czechoslovakian court last week convicted 14 men of treason and espionage, sentenced 11 of them to hang and three to life imprisonment. The chief victims were Rudolf Slansky, former secretary-general of the Czech Communist party, and former Foreign Minister Vladimir Clementis, both of whom were charged with conspiring to murder President Klement Gottwald and to replace his government with a Titoist regime. The prosecutor in his demand for a death sentence said, "They are rats, snakes and cannibals, and the verdict of the judges must fall like an iron fist on this nest of snakes without mercy."

But this was not just another Communist purge to remove defective party members. The most ominous fact to emerge is that all but three of the 14 victims were Jews and that one of their chief crimes was "Zionism" (see Editorial, p. 36). Taking a lesson from the Nazi trials of the '30s, the Communists have begun to blame the Jews for all shortcomings, leaving the party itself with a "clear" record.

Steel picks a new president



CLIFFORD HOOD

Reorganizing its management, U.S. Steel Corporation chose a former Illinois farm boy named Clifford Hood as its president to succeed Benjamin Fairless, who will stay as chairman. Hood's promotion came just in time for him to don helmet and goggles as his firm poured its record billionth ton of steel.

Doctors did not always agree with Elizabeth Kenny, an Australian nurse who treated polio cases by using hot applications and her own special set of exercises. But she was tireless in her efforts to bring relief from paralysis and became a public heroine. Last week, at 66, Sister Kenny died in her Australian home, unable even to talk during the last days of her life because she was paralyzed by a cerebral thrombosis.

Prominent New Yorkers give in

Two prominent citizens of New York City threw in the sponge. Ambassador to Mexico William O'Dwyer, a Republican campaign target, resigned as of Dec. 6. He did not say whether or not he would return to

New York, where his testimony would be welcomed by the committee investigating corruption which occurred during his term as mayor. Thomas ("Three Finger Brown") Luchese, the man the Department of Justice most wanted to find (LIFE, Dec. 1) turned up on his own in his lawyer's office to be served with deportation papers. He did not say where he had been, and when he left he did not say where he was going.

In Windsor, Ontario, a friend told French-Canadian Farmer Omer Bissonnette that it was his bounden duty as a citizen to serve on a jury panel. After helping bring in a verdict of "Not guilty" in a trial conducted in English, Bissonnette admitted that the only English word he knew the meaning of was "Present."

Pope names 24 new cardinals

Pope Pius XII has called a consistory for Jan. 12 and named 24 new cardinals, bringing the college to its full strength of 70. Much to everyone's surprise the Pope bypassed both Boston's Richard J. Cushing and Philadelphia's John O'Hara and named as the only American, Archbishop Francis McIntyre of Los Angeles.



McINTYRE

Military planes pile up deaths

Trying to pull up after an attempted landing at fog-bound Tacoma, Wash., a C-54 carrying servicemen and their families brushed the tops of tall fir trees and crashed to earth, killing 37 passengers. In Alaska search planes finally located the wreckage of a C-124 Globemaster that had been missing all week, but none of the 52 passengers was found alive. With the two crashes contributing to a total of nine military planes and 209 lives lost in the past four weeks in the north Pacific area, Air Force headquarters set up a special survey team to investigate the disasters.

As soon as the profile portrait of Queen Elizabeth was selected for use on coins, objections started popping up on all sides. Designed by 71-year-old Artist Mary Gillick, the coin portrait offended critics who contended that it made the Queen look 1) too young, 2) too long-necked, 3) innocuous—"like any pretty girl."



CRITICS CLAIM COIN AND QUEEN DO NOT MATCH



CONTINUED ON NEXT PAGE



I'D RATHER CURL UP WITH A GOOD BOOK!



NEXT TIME SERVE KING—IT'S THE BLEND THAT TASTES THE BEST!



FOR SMOOTHER, Milder, LIGHTER DRINKS STEP UP TO THE KING OF BLENDS!

BLENDED WHISKY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 37½% STRAIGHT WHISKIES. 62½% GRAIN NEUTRAL SPIRITS, 86 PROOF. BROWN-FORMAN DISTILLERS CORP. AT LOUISVILLE IN KENTUCKY.

THE MOST TREASURED

Gift

FIRST IN THE HEART OF A WOMAN
FIRST IN THE MIND OF A MAN

*N°5
Bois Des Iles
Gardenia
N°22
Russia Leather*

PERFUME FROM \$7.50 TO \$300.00 PLUS TAX

ECHOED IN TOILET WATER, EAU DE COLOGNE
FACE POWDER, SOAP, BATH POWDER, TALC
FROM \$2.00 TO \$10.00 PLUS TAX



THE MOST TREASURED NAME IN PERFUME

CHANEL

NEWSFRONTS CONTINUED

The U.S. Air Force announced last week the arrest of S/Sgt. Giuseppe Cascio for attempting to sell secret performance data on the F-86E Sabre jet. An outstanding bombardier in World War II with two Distinguished Flying Crosses to his credit, Cascio had been working as a photo laboratory technician in the Korean theater when he "did wrongfully offer for sale to unauthorized persons" the vital information. If convicted, Cascio may be sentenced to life imprisonment.

Venus is a crook in Kuwait



PUNISHED THIEF

When the government of Cyprus tourist office printed posters of the Venus de Milo and sent them to the oil-rich sheikdom of Kuwait to drum up trade, Sheik Abdullah al Salim al Sabah promptly banned them. Not because of any offense to Moslem modesty, the sheik explained, but because Islamic law says a thief shall be punished by having his hand cut off, and "my subjects will think all the girls of Cyprus are thieves."

For a few hours last week the city of Santiago, Chile achieved international importance when it was announced that a woman there had given birth to septuplets—all daughters, all alive and well. Everybody should have known better, particularly the Chilean newspapermen. It was the time of the annual festival in celebration of the coming of spring in the Southern Hemisphere, and students, with the connivance of a federal police chief, had let their good spirits and their imaginations run away with them.

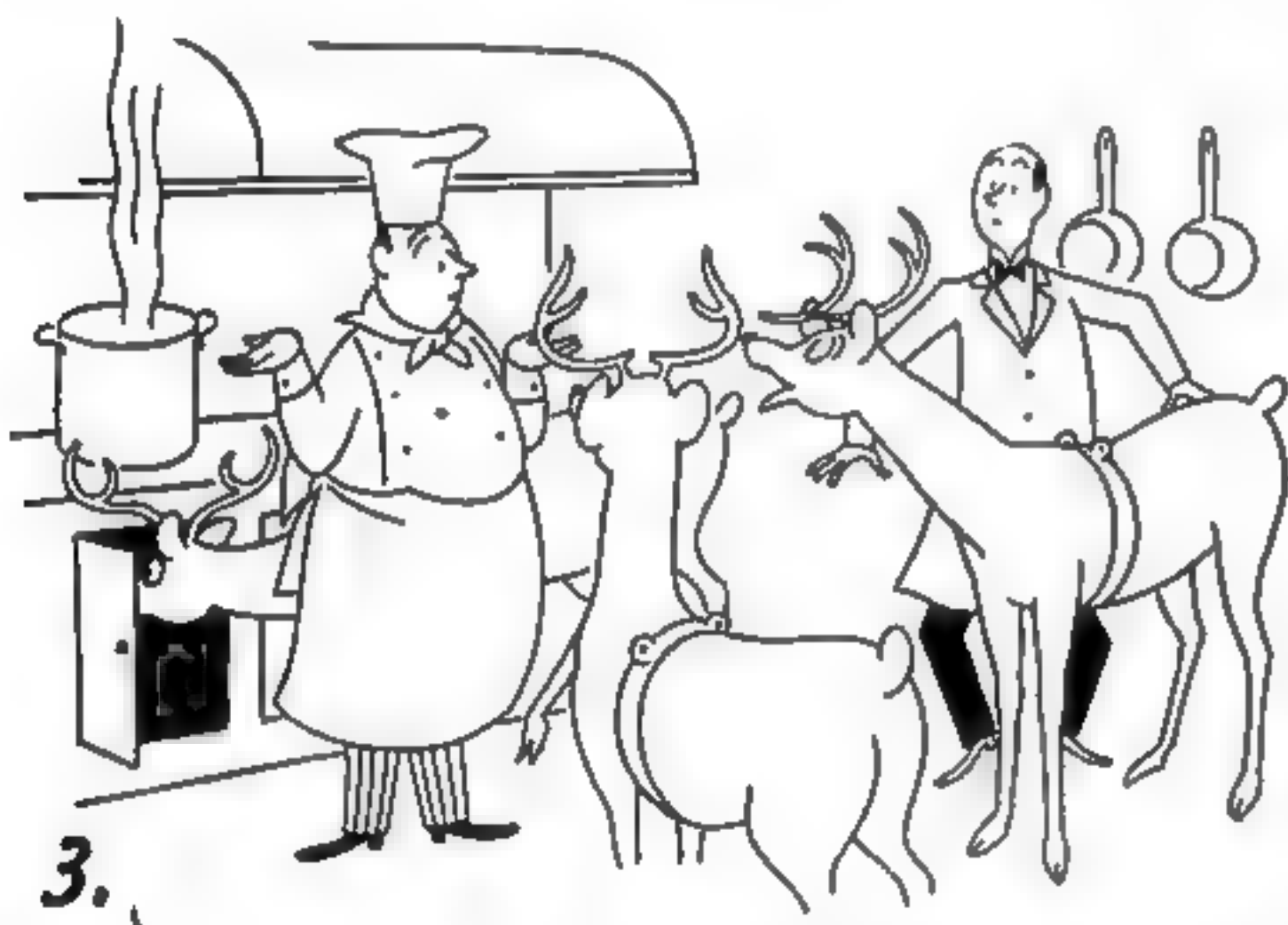
India satisfies U.S. but not Russia

After India twice amended its proposal on the Korean war (LIFE, Dec. 1), the U.S. was willing to agree to it but Russia was not. Before the U.N. Political and Security Committee could put the resolution to a vote, the Indian delegate asked for a delay so that he could discuss the problem with his government. Since Andrei Vishinsky had already called India's peace effort a "rotten resolution" and demanded that it be amended to include an immediate cease-fire and forcible repatriation of prisoners, Western nations feared the delay might mean either withdrawal of the Indian resolution or amendment along Soviet lines. To add to the West's alarm, Communist China's Foreign Minister Chou En-lai made a radio broadcast from Peking supporting the Vishinsky plan, and demanding full repatriation of prisoners.



U.S.C. TEAM CELEBRATES VICTORY BY FLINGING SODA POP

As the football season came to an end, liquids were thrown around with considerable abandon. When Wisconsin was named to the Rose Bowl, the Wisconsin State Journal dumped \$100 worth of perfume and cologne in red ink and came out with a front page that looked and smelled like roses. The Southern California players celebrated their Rose Bowl clinching victory by dousing each other with soda pop. Relaxed after such play, U.S.C. then threw away its undefeated season by losing its final game to Notre Dame, 9-0.



STATLER HOTELS, NEW YORK • BOSTON • BUFFALO
CLEVELAND • DETROIT • ST. LOUIS
WASHINGTON • LOS ANGELES



For Christmas BRIGGS

IS 3 WAYS BETTER
FOR PIPE SMOKERS



because—

BRIGGS SMOKES
3 WAYS BETTER

1. **STAYS
LIGHTED**

2. **FRIENDLY
AROMA**

3. **MELLOW
TASTING**



This Christmas, make the holidays happier for your pipe-smoking friends with a gift of smooth, mellow Briggs.

You can be proud of giving it—and those special men in your life will be proud to receive Briggs in the bright, colorful gift package.

The
welcome gift
this

Christmas

Briggs gives more deep-down, pipe-smoking pleasure, because its fine tobaccos are aged and mellowed in oaken casks.



MULLAH KASHANI WELCOMES TAHMASSEBI TO FREEDOM WITH A TRADITIONAL MOSLEMIC GESTURE OF AFFECTION

HERO'S WELCOME FOR ASSASSIN

The killer of Iran's premier gets pardon and pat from a religious leader

Even in topsy-turvy Iran it seemed a remarkable social whirl for a confessed murderer. Just 21 months before, Khalil Tahmassebi (*above, right*), a Moslem terrorist, had shot to death Iran's moderate pro-Western premier, Ali Razmara. Tahmassebi was sentenced to prison. But in the chaos which followed the assassination Iran's nationalists, helped by the terrorists, came to power under Premier Mossadegh. Last month they pardoned Tahmassebi.

A free man, he promptly called on the Mullah

Kashani, fanatic Iranian spiritual leader and president of parliament. The Mullah called him "... a brave son of Islam" and patted his beard in fond praise. Then, after lunching with Navab Safavi, terrorist chief now in jail under a sort of benevolent custody, Tahmassebi accepted Premier Mohammed Mossadegh's invitation to come over for a friendly chat. Finally the smiling Tahmassebi, who is going back to his trade of carpentry, sent word to the court that he wants an audience with the Shah himself.

Tradition calls for
mellow cheer
This festive season
of the year.

When friends drop in
to drink a toast,
Here's how to be
a perfect host.

Paul Jones

In the handsome
holiday gift carton



*You just can't buy
a better drink at any price!*

FOR GIFTS THAT ARE
Practical...AND Beautiful...
 AND *Right* FOR YOUR BUDGET...

Give General Electric Clocks!

No one ever has too many clocks.

So, if you want to bring a gasp of delight to everyone on your Christmas list, surprise them with the gift that reminds them of you with every passing moment . . . a new, beautiful General Electric Clock!

There's a G-E Clock for every room in the house, and a G-E Clock for every purse and purpose.

And when you give a G-E Clock, you

give *more* than beauty . . . *more* than accuracy. You give freedom from clock-winding, freedom from annoying tick-tock. You give **DEPENDABILITY** . . . the hidden quality which has made the name General Electric so famous the world over.

So make Christmastime General Electric time. Give the gift that's worth giving, and well worth receiving.

Give General Electric Clocks!

FROM \$4.95 TO \$590.00...

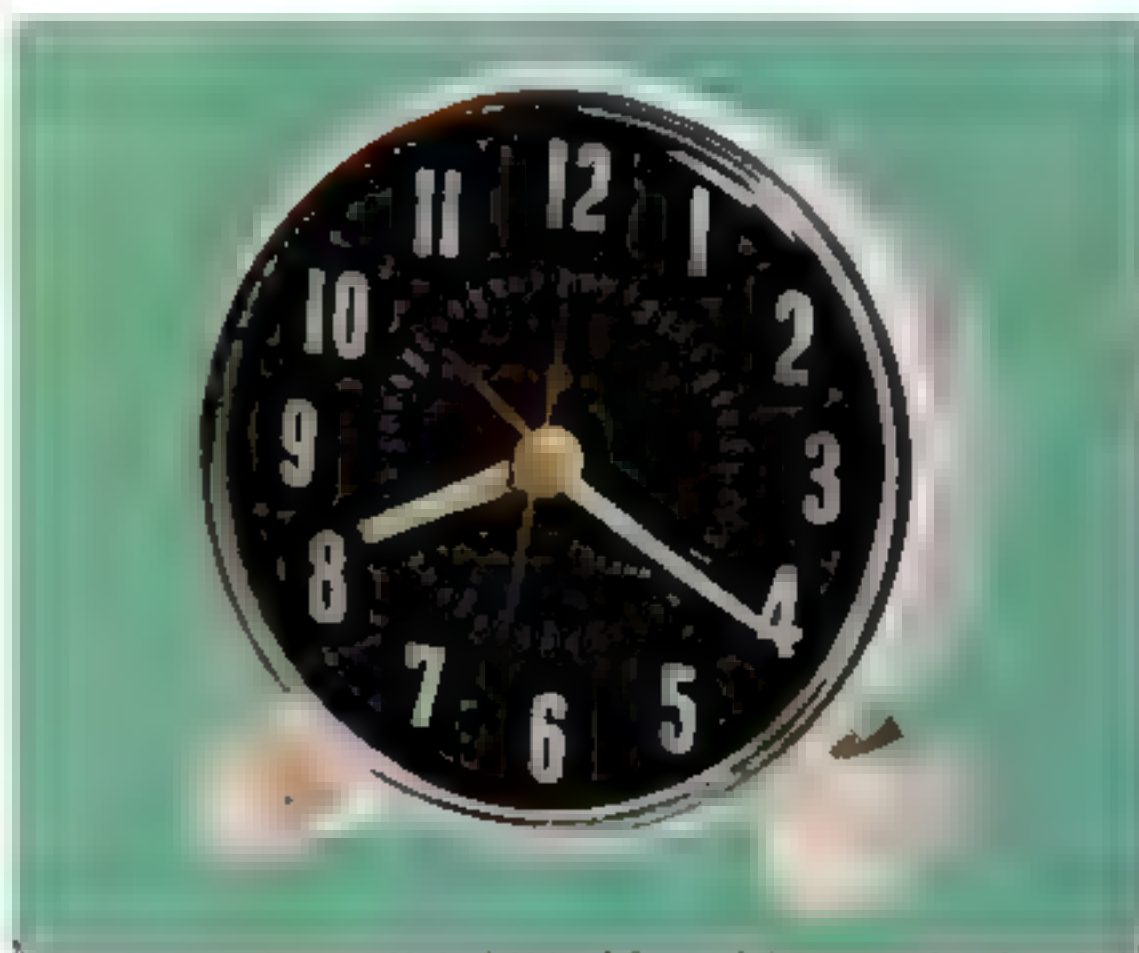
YOU CAN'T GIVE A MORE WELCOME GIFT!



THE ADAMS, so stately, so dignified, so magnificent! A reproduction of an eighteenth century grandfather clock with full Westminster chimes. \$590.00*



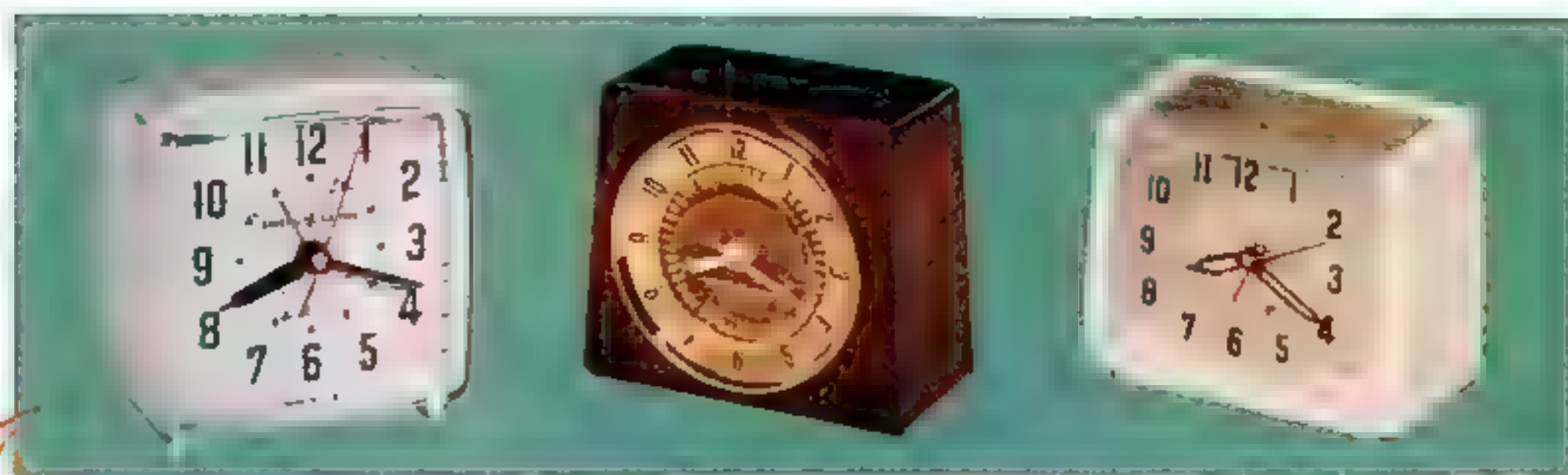
THE WINK, trim, modern alarm clock. Red alarm-set hand, and big, easy-to-see numerals. Notice the graceful sweep-second hand. Top G-E quality at a low \$1.95*



THE NEW HERALDER, smart, modern case. Large, easy-to-read, fully luminous-dial Shatterproof crystal. America's most popular alarm clock. \$2.95*



Budget values
in G-E Electric
Alarm Clocks!



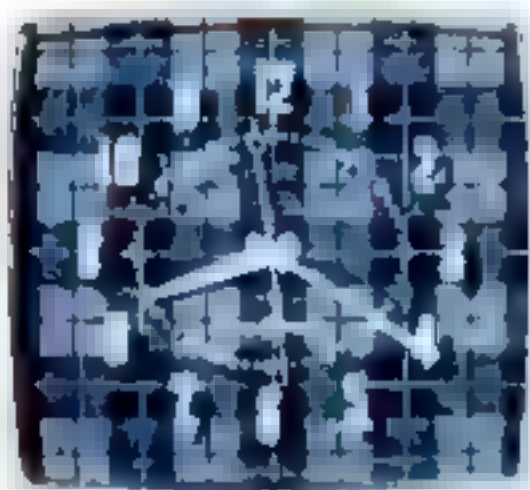
THE RISER, smart, streamlined clock for children, college youngsters, or young married couples. Accurate time-keeper. Only \$4.95*

THE WOODSMAN, white hands against leaf-brown numerals. Rich, mahogany-finish case. Bronze-tinted bezel. Only \$8.95*

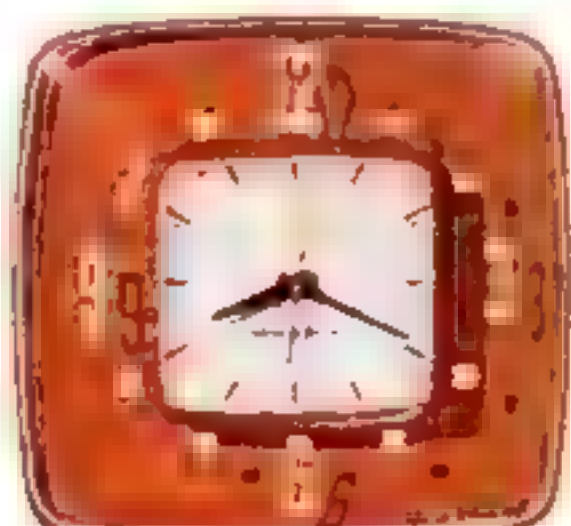
THE DRUMMER, set alarm once and you need not turn on alarm again. Automatically resets itself. Convenient shut-off for late sleepers. \$7.95*



THE HELPER, new kitchen clock in either red, white or yellow. Large numerals. G-E quality at a budget price. \$4.95*



THE CLANSMAN, unique clock in four different Scotch plaids... red, blue, green or yellow. Wipes clean with a damp cloth! \$6.50*



THE CONTOUR, streamlined dial readable from any angle. Another G-E first! White, red or green case. \$6.95*

G-E Electric
Kitchen Clocks
only \$4.95*, \$6.50*, \$6.95*!

LOOK! Smart Occasional Electric Clocks by G.E.!



THE SERENADE, brilliant, light-colored birch case contrasts with jet-black dial and bronze-tinted bezel. Pleasant alarm. Only \$13.50*

THE BECKONER, a brand-new alarm that's smart for any bedroom! Dark dial, shatterproof, wrap-around crystal, easy-to-read numerals. \$6.95*

THE CANDLEWICK, richly grained mahogany case. Raised gold-colored numerals and hands. Melodious bell alarm. \$18.95*

THE CONCORD, beautiful Colonial reproduction in polished mahogany case. A truly elegant occasional clock! But the price is only \$19.95*



THE TWEED, fine occasional clock with alarm. Gold-colored frame, numerals and hands against white-textured dial. \$9.95*



Never wind a clock again!
Be modern with
G-E Electric Clocks!



*Manufacturer's recommended retail or Fair Trade price. Plus applicable taxes.

General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut

A CHRISTMAS CLOCK FOR EVERY PURSE AND PURPOSE

GENERAL  ELECTRIC



Deliciously yours!

*P.S. Hunt-for the best. See your grocer's ads
and look in his store for the low price!*



SURROUNDED BY MODELS OF HEAVY MACHINES USED ON HIS BUILDING JOBS, GENERAL PICK STANDS FOR A FAREWELL PORTRAIT AS HE LEAVES THE ARMY

PICK PACKS UP

Chief of Army Engineers quits after \$5 billion building career

For 35 years big, soft-voiced Lewis A. Pick had built things for the U.S. Army. Last week, retiring at 62 as chief of Army Engineers, Lieut. General Pick could look back on a career studded with engineering miracles and \$5 billion of construction. When World War II started he supervised the building of 56 airfields and hundreds of camps in 15 months. Then, sent to Burma, he built the famous Ledo Road (*next page*), and pushed 28,000 trucks over it in six months. After the war he put up a dozen-odd

dams in the Missouri River Basin and in 1949 dramatically rescued the snowbound citizenry of Montana, Wyoming and the Dakotas with 1,500 bulldozers and an airlift. Then he tackled the Arctic and built the Thule (Greenland) Air Base ("Operation Bluejay," *LIFE*, Sept. 22).

Last spring investigators pounced on Pick for lax methods in building airfields. When the uproar quieted, Pick's record as a sound builder still stood. Now he is headed for Auburn, Ala. to become a civilian consulting engineer.



FAREWELL GUNS are heard by General Lewis Pick (*right*) as he salutes with Maj. General Scott.

How much do you want to spend on her "special" gift?



\$20 to \$25

For gleaming beauty and years of toasting pleasure, give the General Mills double Automatic Toaster.



Even small-sized breads pop up within easy reach. Color control browns toast to perfection every time. \$22.95

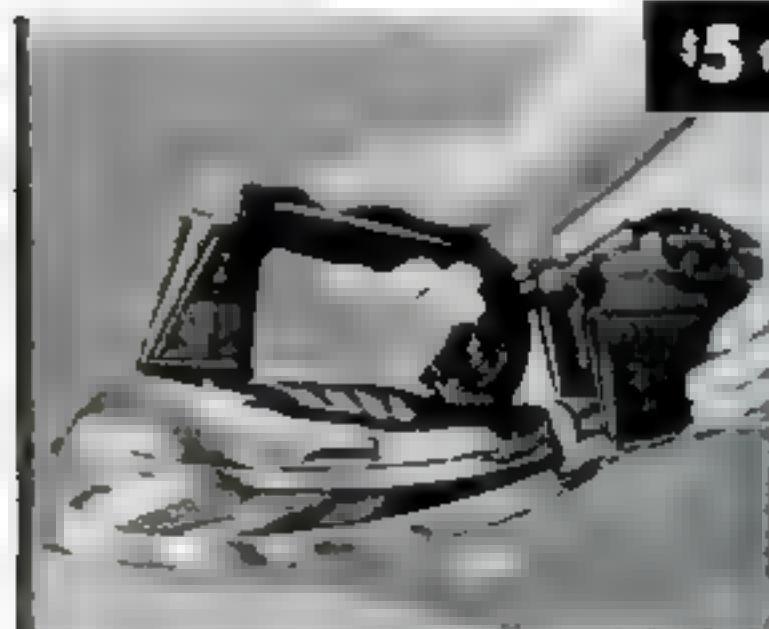


\$10 to \$15

Give her the famous lightweight iron that's shaped for speed—General Mills remarkable Tru-Heat Iron.

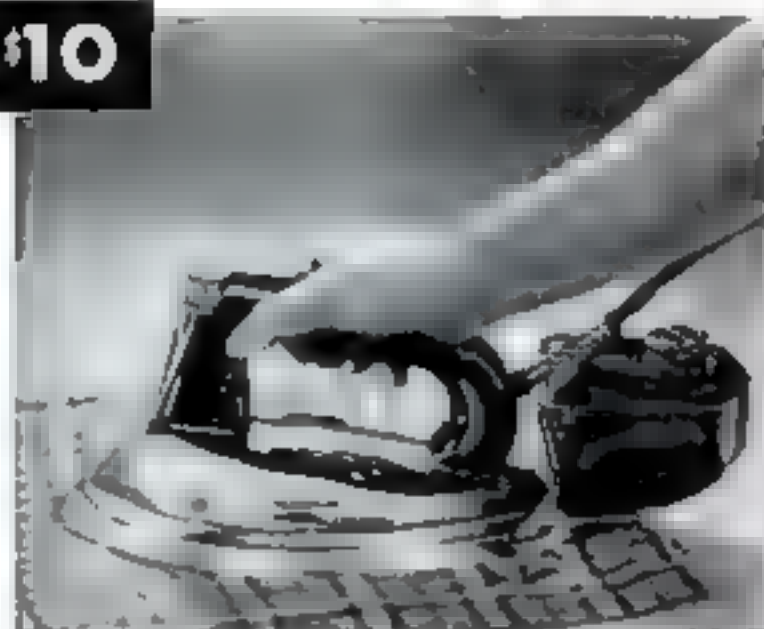


Exclusive tapered heel irons backward as smoothly and easily as forward. Iron rolls to rest on its side. \$14.95



\$5 to \$10

For easiest pressing, give General Mills Steam Ironing Attachment. Slips instantly onto Tru-Heat Iron.



Steam irons many fabrics without dampening; gives deep, quick steam penetration for all pressing. \$8.95



AUTOMATIC TOASTER



TRU-HEAT IRON

STEAM IRONING ATTACHMENT



Look for the Christmas displays of General Mills appliances at your store this month. Handsomely gift-boxed.

Sponsored by **Betty Crocker**



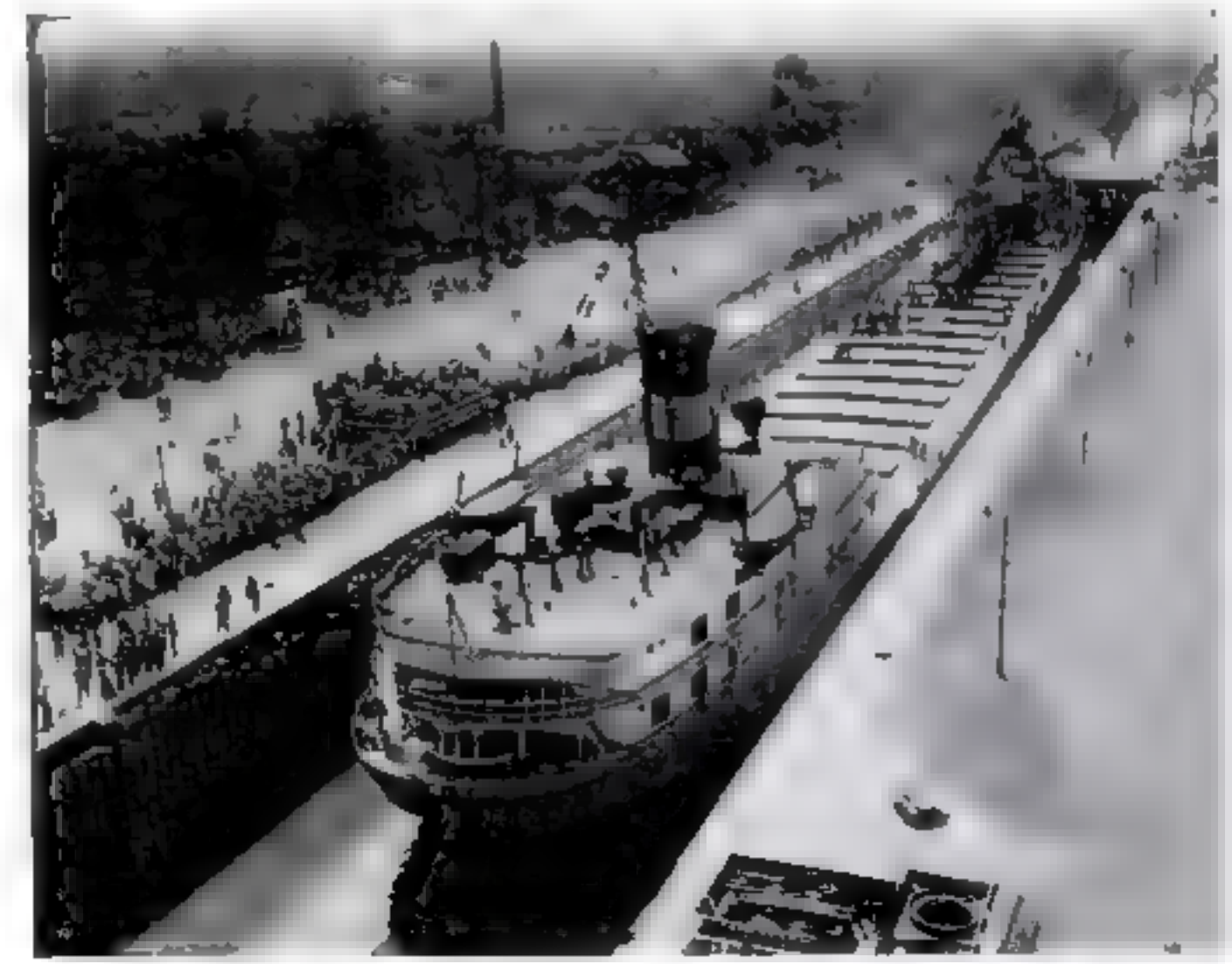
General Mills Home Appliances

Pick Packs Up CONTINUED

THESE ARE THINGS PICK BUILT



PICK'S PIKE, the Lodo Road, was 485-mile route that wound from India through Burma's mountains, jungles to China. Pick supervised job personally, boasted he could carve the road as fast as troops would win land for it.

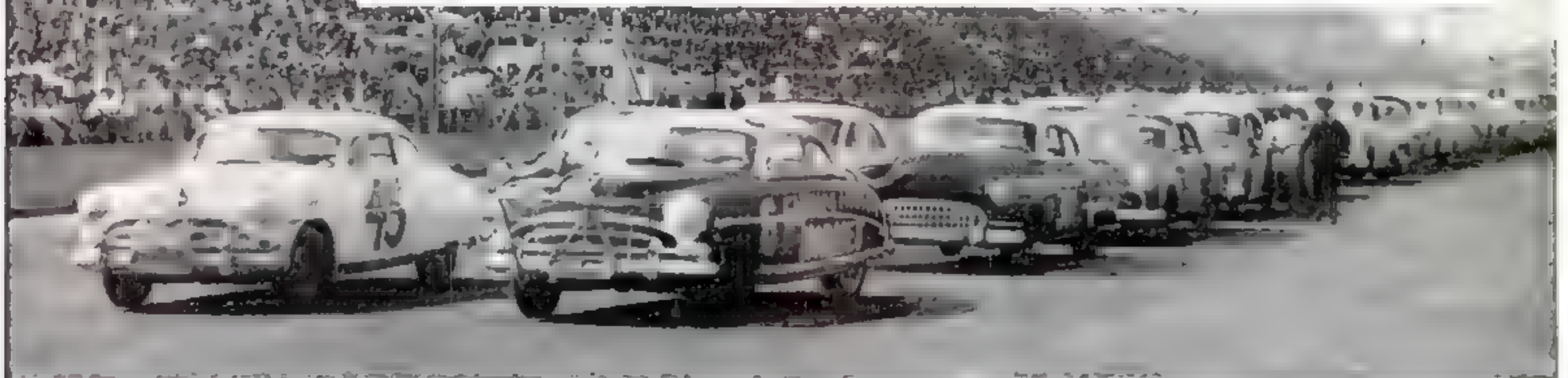


MacARTHUR LOCK at Sault Sainte Marie, seen here at 1943 dedication, was built by Pick's men to improve connection from Lake Superior to other Great Lakes. Sault's locks are now among the biggest lock systems in world.

CONTINUED ON PAGE 60

HUDSON CAPTURES EVERY NATIONAL AAA RECORD

IN PUBLIC STOCK-CAR COMPETITION WITH 16 MAKES!



THESE TRIALS REVEAL THE RELATIVE ROADABILITY, STAMINA AND SAFETY, AS WELL AS SPEED, OF THE COMPETING CARS.

Here's dramatic proof* of Hudson's superior
PERFORMANCE, DURABILITY, SAFETY
to help you choose your family car

Now it is easy to choose your family car—just compare the records of *all* cars in stock-car competition!

These grueling trials are impartial tests of practically every make of car (just like those you can buy from your dealers) for performance, durability, safety—the very qualities that are so vital in your family car.

Of the 13 stock-car races held by the American Automobile Association this year, Hudson won 12.

In these same 13 races, Hudson also

finished 2nd, 3rd, 4th or 5th a total of 20 times! In these races, Hudson set new records over every distance, from one-half mile to 200 miles! Hudson now holds every national AAA competition stock-car record in the books!

This proves Hudson's exclusive "step-down" design, with America's lowest center of gravity, results in a better-performing, more durable, safer car for you and your family. Try Hudson today!

HUDSON MOTOR CAR COMPANY



Make of Car	1st PLACE	2nd PLACE	3rd PLACE	4th PLACE	5th PLACE	TOTAL
HUDSON	12	6	7	5	2	32
Other Makes*						
Make B	1	3	1	1	3	9
Make C	0	0	2	1	1	4
Make D	0	0	0	1	2	3
Make E	0	1	2	1	0	4
Make F	0	1	0	1	1	3
Make G	0	1	0	1	1	3
Make H	0	0	1	2	1	4
Make I	0	0	0	0	0	0
Make J	0	0	0	0	0	0
Make K	0	0	0	0	0	0
Make L	0	1	0	0	0	1
Make M	0	0	0	1	0	1
Make N	0	0	0	0	1	1
Make O	0	0	0	0	0	0
Make P	0	0	0	0	0	0
Make Q	0	0	0	0	0	0

*Your nearby Hudson dealer will supply the names of all cars shown in the above record.



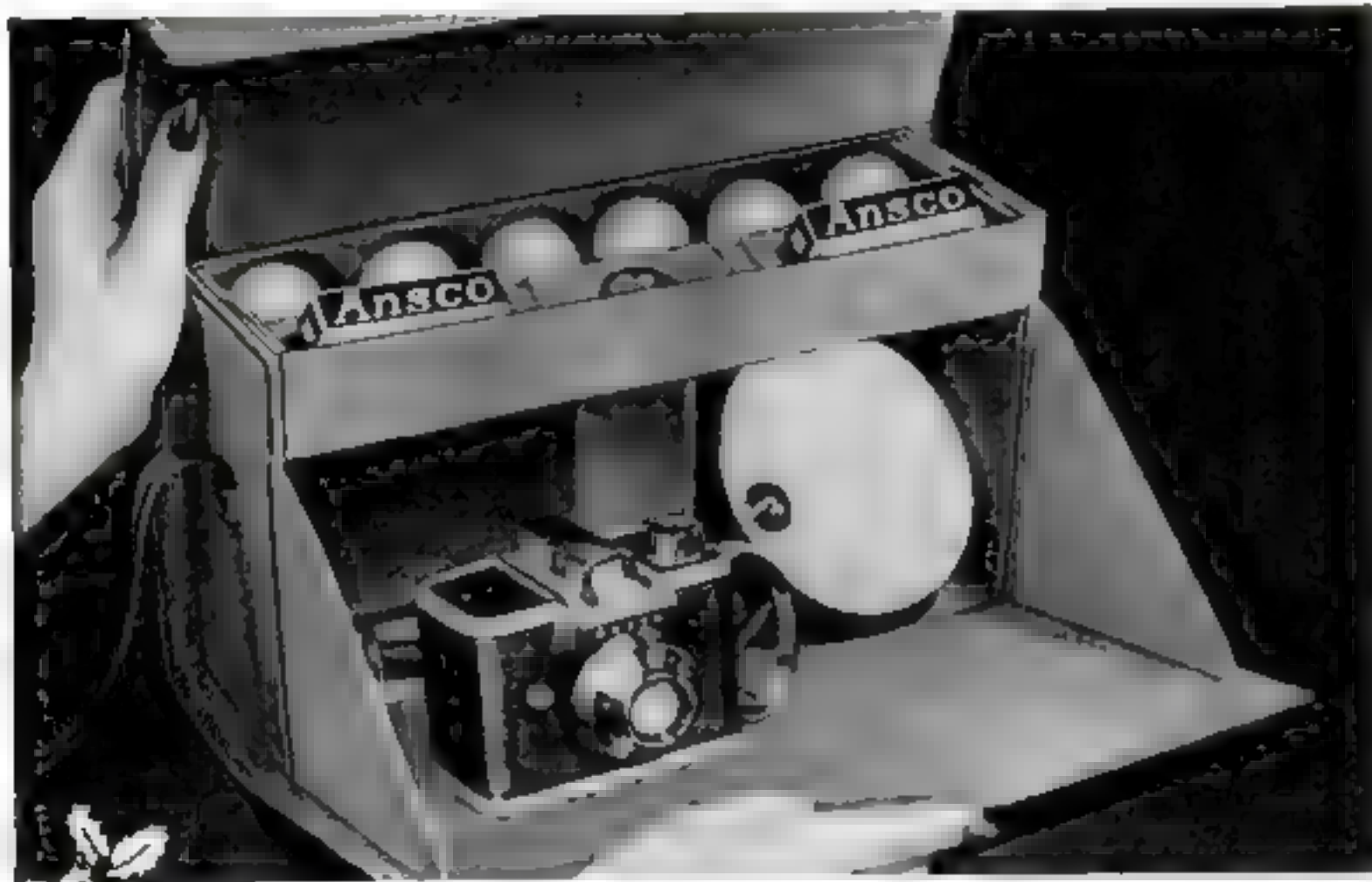
HUDSON OFFERS you sleek styling and luxurious interiors in addition to its unsurpassed performance, durability and safety. Visit your Hudson dealer, or phone and a new Hudson will be brought to your door.

TWIN H-POWER, Hudson's sensational new engine development, is available on the Hudson Hornet and the Hudson Wasp at slight extra cost. New Dual-Range Hydra-Matic Drive, Solex Safety Glass (tinted, anti-glare) and Over-drive optional at extra cost on all Hudsons. Standard trim, other specifications, accessories subject to change without notice.

Compare for Quality... Compare for Value
...and You'll Give an

ANSCO CAMERA

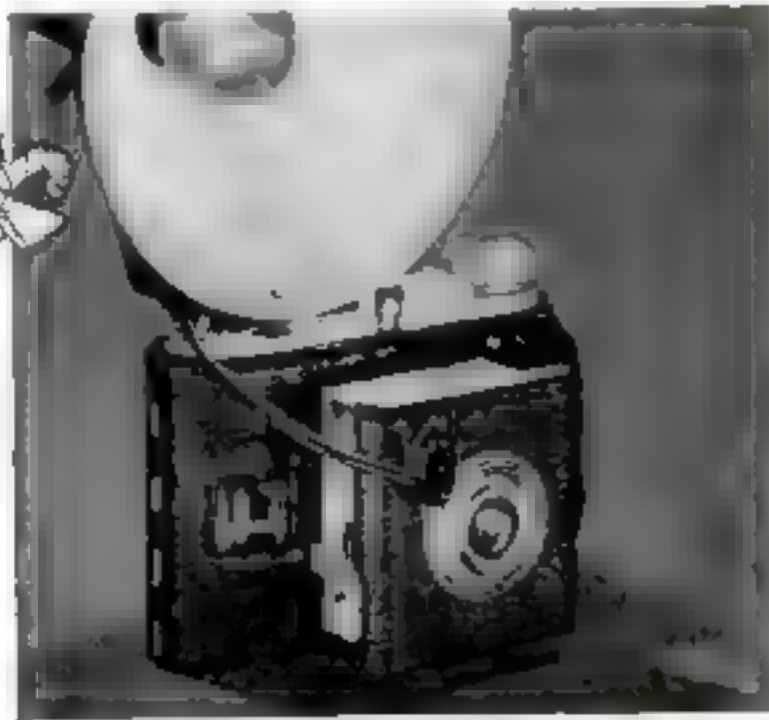
You give greater pleasure—more years of picture-taking satisfaction when you give an Ansco Camera. It's a simple fact that you (or the recipient) can easily check by comparing Ansco construction, Ansco finish, and Ansco prices with any other cameras now offered for sale. You can be proud of any Ansco Camera you give, and be sure your gift is a fine value!



ANSCO READYFLASH OUTFIT. The smart, tan grained carry-all case contains the new Ansco Readyflash Camera (\$6.30 alone), complete with flash attachment, flashbulbs, close-up portrait lens, and 2 rolls of Ansco Supreme Film. Everything needed to make fine $2\frac{1}{4} \times 3\frac{1}{4}$ " pictures—indoors and out! A real Ansco Value specially priced at \$15.40



ANSCO F4.5 VIKING. A truly fine folding camera with hard-coated f4.5 lens in 1/200 second flash shutter. Many refinements. Makes $2\frac{1}{4} \times 3\frac{1}{4}$ " pictures. A real Ansco Value \$48.65



ANSCO FLASH CLIPPER. Sturdy, all-metal folding camera with special lens in flash shutter. Makes 16 pictures on 616 film. Camera alone, \$14.95. Also Flash Clipper Outfit (similar to Readyflash Outfit above) complete . . . \$26.15



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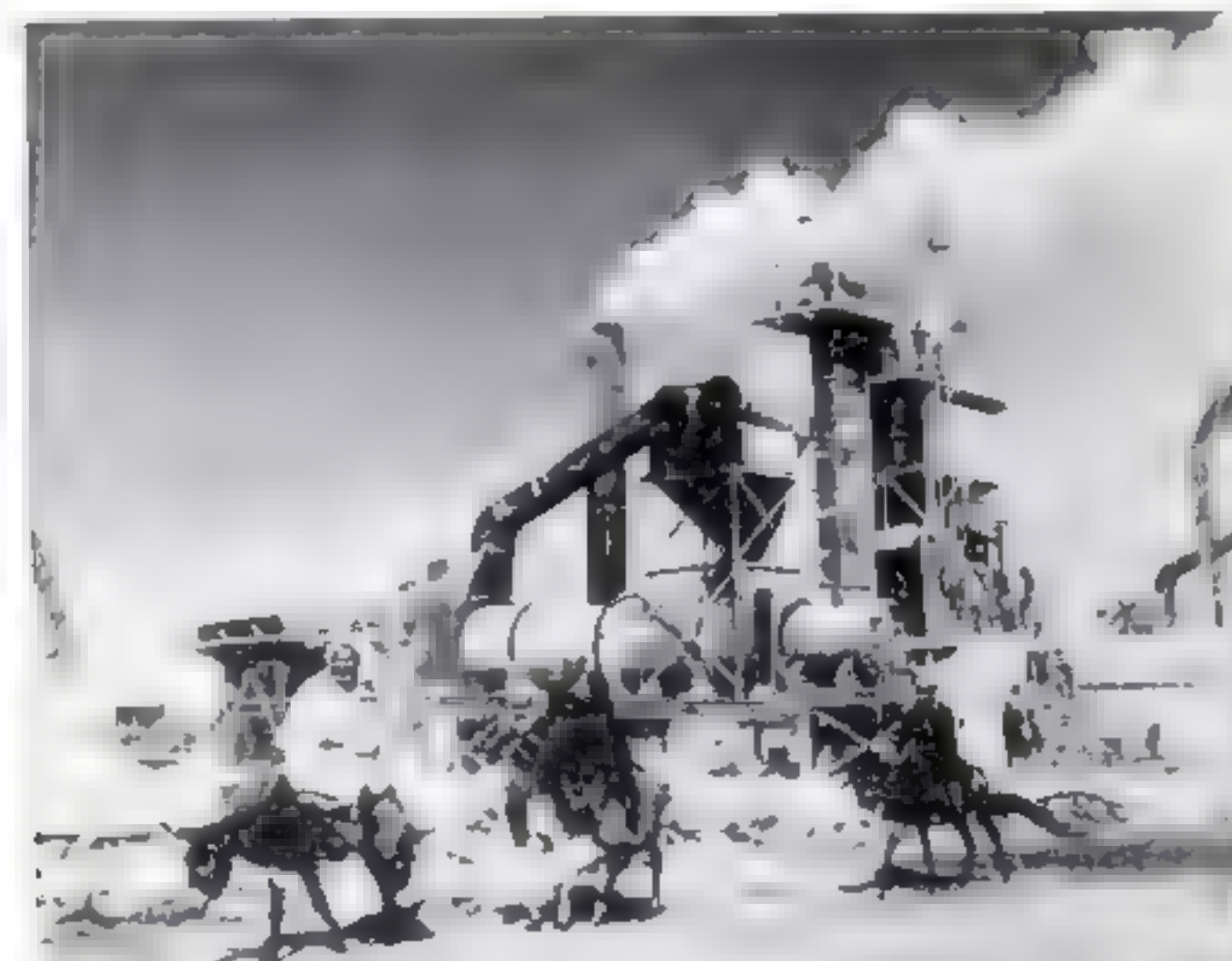
Pick Packs Up CONTINUED



OPERATION SNOWBOUND saved livestock and people during blizzard that swept over four states in 1949. Here one of Pick's planes drops bales of hay to starving cattle who could not get through drifts to stores of feed.



GARRISON DAM stands uncompleted in waters of upper Missouri in North Dakota. One of the links in the Pick-Sloan plan to control costly floods in the Missouri River Basin, it will be completed sometime next year.



AFRICAN AIR BASE was one of recent projects that cast a cloud over Pick's reputation when he was charged with sloppy methods. Investigation showed engineering was generally sound but too much money had been spent.

Admiral Regency

21" TELEVISION - RADIO - PHONOGRAPH

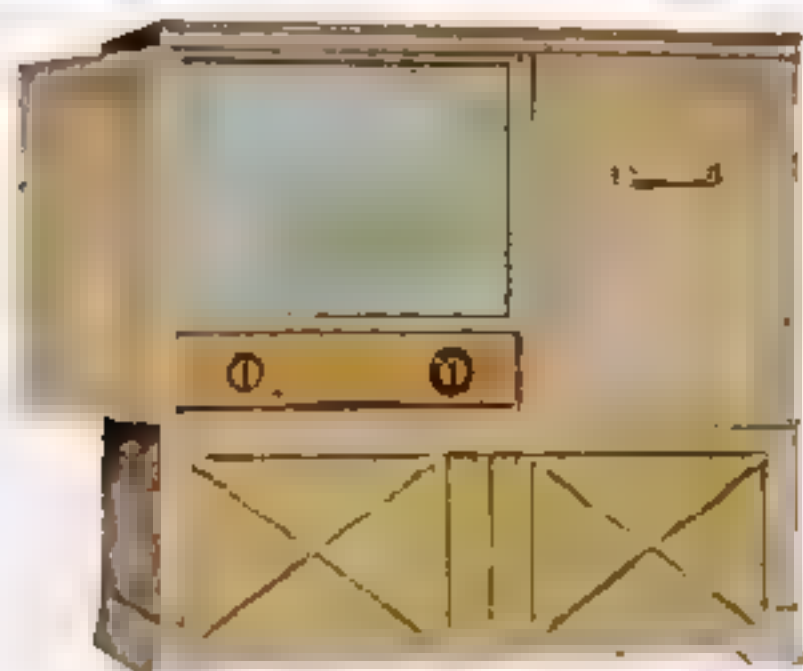
*Yours for a
Truly Wonderful
Christmas*



Model 322DX16—Admiral 21" Television Combination with super-powered radio and three speed automatic phonograph (33 1/3, 45, 78 rpm) . . .



. . . in an authentic mahogany Regency cabinet with generous record storage space, only \$529.95



Model 321DX15—Admiral 21" TV with radio phonograph in modern walnut, mahogany or blonde cabinet. In walnut, only \$449.95

Model 321DX26—Admiral 21" TV with radio-phonograph in mahogany upright cabinet, \$389.95



On TV—See and hear Bishop Fulton J. Sheen, "Life Is Worth Living".
See local paper for time and station.

*Everything in the world of home entertainment
right at your fingertips*

And we do mean *everything*! 21" TV powered by Admiral's great new super DX-53 long distance chassis . . . 245 square inches of brilliantly detailed picture completely free from annoying reflections. *Plus* console power radio . . . amazingly sensitive and selective because through ingenious engineering it shares the costlier TV components and circuits. *Plus* Admiral's brand new super "600" phonograph that plays all records automatically. It's all yours for a truly wonderful Christmas in a magnificent Regency cabinet with generous record storage space . . . and at a sensational low price, confirming again Admiral's claim to the greatest values in television. P.S.—If you live in a city that has or soon will have a new UHF station, remember that Admiral's super cascode turret tuner guarantees UHF reception the simplest, most economical way.

Prices slightly higher in the West. See local paper for time and station. Fed. Tax and other charges not included.

Admiral WORLD'S LARGEST TELEVISION MANUFACTURER

Give the truly modern cookingware you'd love to get...

This is the year to brighten the kitchen of every woman on your gift list with *cookingware that's really smart, truly modern*. Never before so many new and exciting PYREX Ware gifts to choose from!

Select a matched set of new *PYREX tempered Flameware* for someone *very* special! Beautifully, practically designed for top-of-stove cooking, it's *tempered* to make it extra-strong and durable! Delight any woman with new tempered *PYREX Bakingware in Color* . . . ovenware as lovely as table china!

Only PYREX Ware is so perfect for cooking, so beautiful for serving, so easy to wash clean. It stays new-looking always!

Give PYREX Ware—and ask for it yourself! From a single piece to a complete matched set, there are dozens of sparkling PYREX Ware gifts at housewares counters everywhere!

PYREX Flameware Percolator

4-cup.....	\$2.45
6-cup.....	\$2.95
9-cup.....	\$3.45

PYREX Flameware Teapot

6-cup.....	\$1.95
------------	--------

PYREX Flameware Saucepan

1-quart.....	\$1.95
1½-quart.....	\$2.25
2-quart.....	\$2.45

PYREX Flameware Double Boiler

1½-quart.....	\$3.45
---------------	--------

NEW!

PYREX tempered Flameware . . . makes any woman Christmas-happy all year 'round! Strong, long-lasting . . . designed with broad, stable bases; lock-on covers for safe pouring; easy-grip knobs; stay-cool handles with hang-up rings. Lets you *see* food cook just right every time! Complete set of 1-quart saucepan, 4-cup percolator, 6-cup teapot, 1½-quart double boiler . . . only **\$9.80**.

NEW!

PYREX tempered Bakingware in Color . . . bake perfect pies, cakes, casseroles in ovenware as beautiful as your table china. PYREX Bakingware comes in lime green, flamingo red; milk-white inside. Heats faster, browns more evenly. And it's *tempered*—take it from cold refrigerator to hot oven, then proudly to the table for serving. Complete 5-piece set only **\$5.65**.

PYREX Shallow Baking and Serving Dish

\$1.60

PYREX Square Baking and Serving Dish

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sparkling **PYREX**
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WARE for Christmas!



PYREX Oven and Refrigerator Set. Every woman's favorite for storing, baking, serving! Four gayly colored dishes with transparent covers. **\$2.95**



PYREX Oven Roaster. Watch that bird or roast cook brown and tempting. Use as two separate baking dishes, too. **\$1.39**



PYREX Colored Bowl Set. Bright 'n' cheery mixing bowls you'll love for baking, serving, storing, too. **\$2.95**



PYREX Flavor-saver Pie Plate. Keeps in every drop of luscious pie juice, and so decorative for serving. Handy 10-inch size. **\$.69**

Corning Glass Works
 makers of **PYREX** ware

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 THE CORNING GLASS CENTER,
 CORNING, N. Y.



KAYWOODIE PIPES...the gift that says "Merry Christmas" to a man's taste and throat hundreds of times a year!

No matter what he smokes, light up his Christmas with a throat-easy Kaywoodie.

Only Kaywoodie Pipes are superbly crafted of the world's finest briars. Only Kaywoodie Pipes have those three exclusive throat guards that make every mel-

low puff cool and silky smooth to his throat. Only Kaywoodie has dozens of handsome styles to suit every man's taste. Only Kaywoodie is known the world over as "the aristocrat of fine pipes."

So give him a Kaywoodie for Christ-

mas. Every time he lights it, it will be a glowing reminder of your thoughtfulness.

KAYWOODIE®

Look for the Kaywoodie Cloverleaf
NEW YORK—LONDON—SINCE 1890

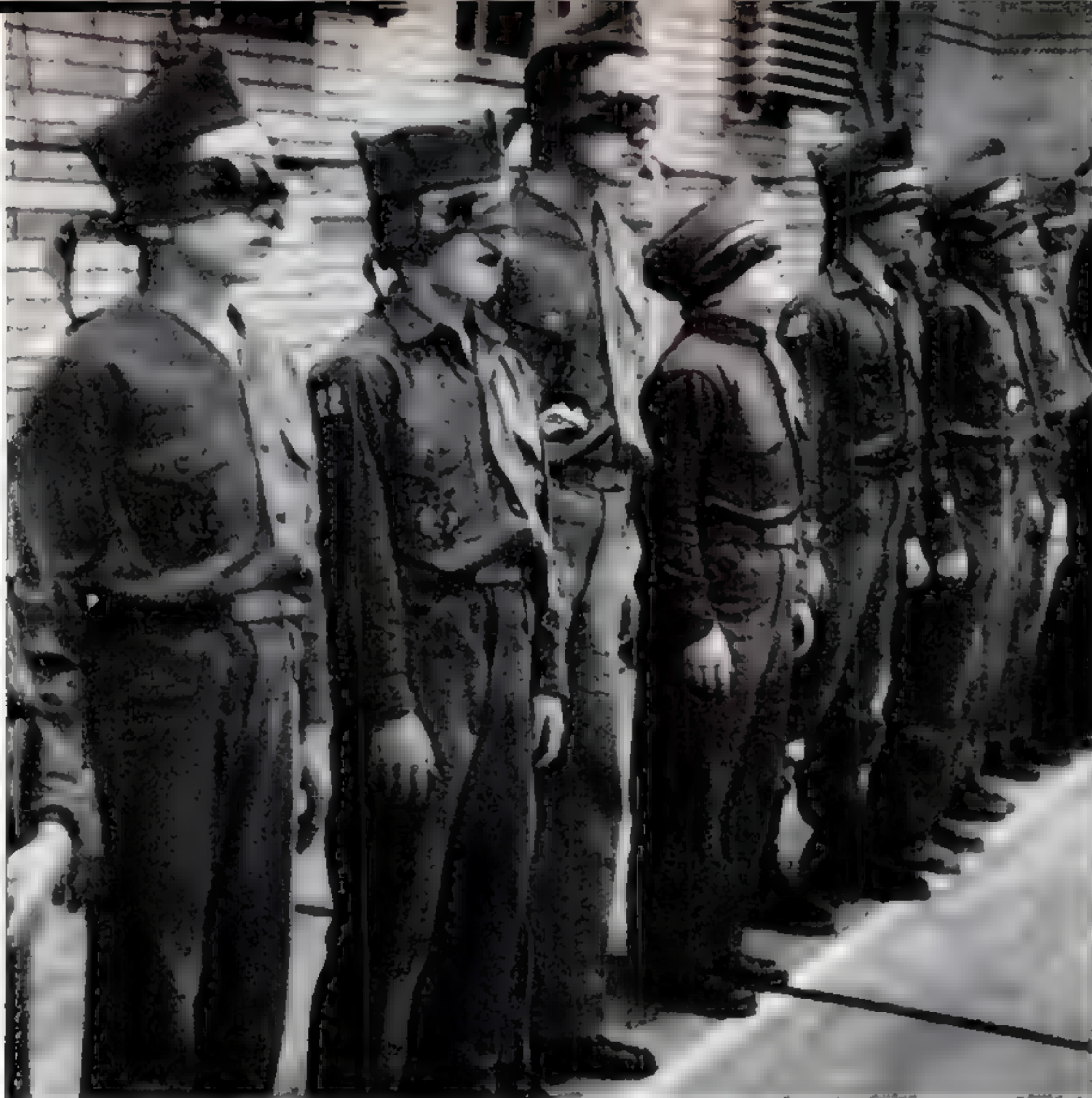
Kaywoodie's famous new All Briar, the world's best pipe with matching hand made Bit, \$20



Kaywoodie Gift Sets, \$10 to \$125

Kaywoodie's new White Briar—Streamliner, \$5

Other Kaywoodie Pipes from \$4 to \$25



BLACKED OUT by some blindfolds (left) to simulate darkness scout "rescuers" get set for practice session. Victims assume positions indicating certain injuries and at a signal, the rescuers advance (below) to administer aid.

BOY SCOUT AID IN THE DARK

Pueblo troop simulates disaster

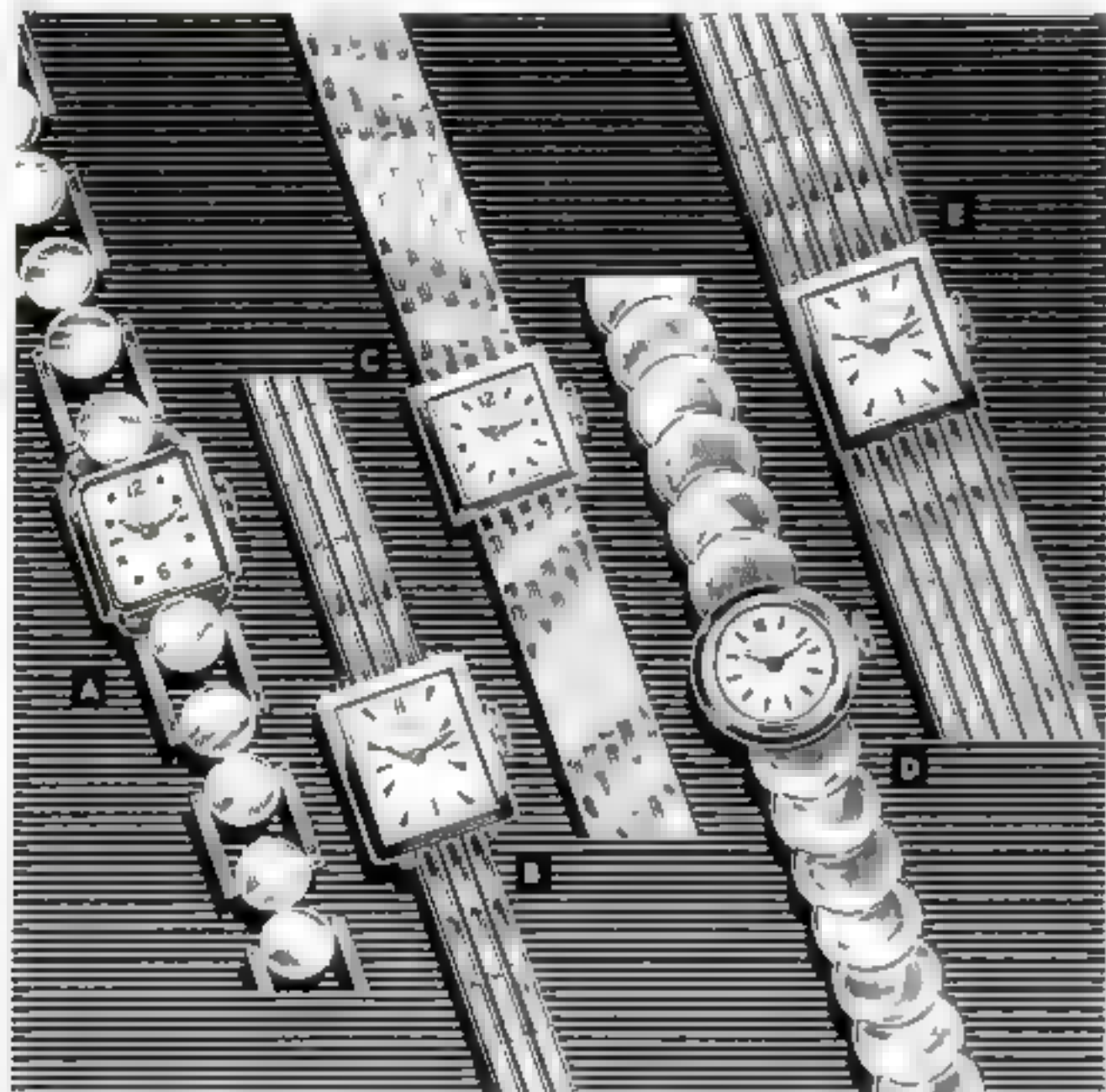
Scouts of Pueblo, Colorado's Troop 22 and Explorer Post 2022 have already established an enviable record for administering first aid. In the past year alone, members have helped save 11 lives in fires and automobile accidents. Trying to improve the record, their scoutmaster, Jack Lacy, this fall devised a new way to teach first aid. Reasoning that scouts might have to give help in the event of a disaster when they had no equipment handy and virtually no light to see by, he has been training his troop to give first aid in absolute darkness, using only parts of regulation scout clothing for splints and bandages.

Despite some fumbling and mistakes, most of the scouts have learned how to truss up their patients, and some of them have become very proficient at it (*next page*). Though earnest, the scouts' practice periods usually include a little horseplay. One boy, treating a mock head wound, exclaimed, "I need an anesthetic here!" and held his sock over his victim's nose.



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First Aid CONTINUED

AN INFRARED REPORT ON A CASE



FIRST CHECK David Douglas makes on "victim," Alfred Stromen, is for bleeding. He has been told only that Stromen has a broken leg but here discovers gash on hand. This is in dark room. First three pictures here were taken with infrared flash.



BANDAGE is made out of a scout neckerchief. Douglas has shifted victim's injured hand from shoulder to stomach and has made compress from a clean handkerchief. If the arm were broken, he would pad it with rolled-up jacket or newspapers.



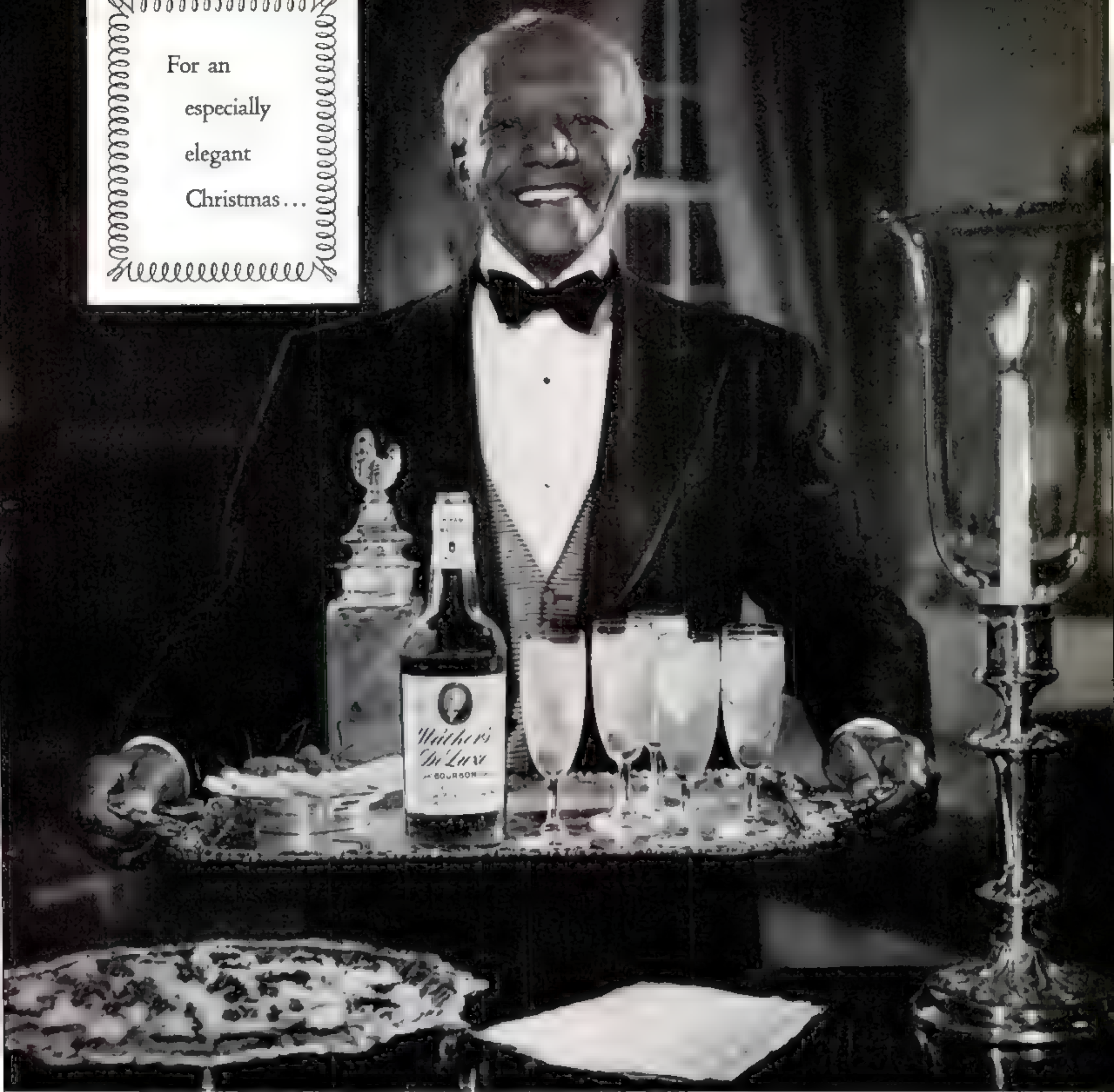
SPLINT is made out of rescuer's shoes which are strapped on leg at break. This is not an officially recommended Boy Scout method. First aid experts feel splints ought to be much longer, and a shoe splint would not be effective if victim were moved.



JOB DONE, scout surveys patient after lights go on. He has strapped legs together with a belt after applying shoe splint. Victim may also have internal injuries. Douglas' duty, however, is not to treat these but to go immediately for medical aid.

CONTINUED ON PAGE 13

For an
especially
elegant
Christmas...



90.4 Proof

Walker's De Luxe

*is a straight Bourbon whiskey, elegant in taste, uncommonly good—
a Hiram Walker whiskey. May we suggest it for you and your friends?*

Hiram Walker & Sons Inc., Peoria, Ill.

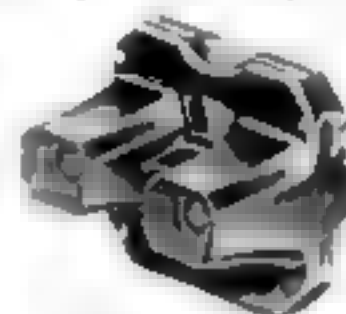


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View-Master Stereoscopes and Projectors. Over 400 entertaining, educational subjects to please all the family...at Christmas and the whole year through!



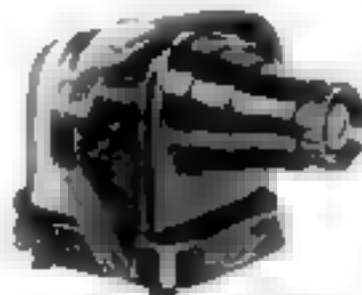
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AT SELECTED PHOTO, GIFT, DEPARTMENT STORES

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First Aid CONTINUED



MAKE-BELIEVE GASH is applied to Wilbur Lindstrom by Fay Rouch, an undertaker who is a Colorado scout commissioner. Noticing that boys' perspiration loosened the make-up, Rouch said, "Usually my aid kits are colder."



MAKE-BELIEVE ACCIDENT reveals Ronnie Barton with broken collar bone, broken leg, head gash. Working in dark (this is infrared picture), Jack Levy Jr., scoutmaster's son, removed debris, treated victim in 9.5 minutes.



... and now
the *gift* for thirst





PRINCE AKIHITO COMES OF AGE

Ancient rites make him heir

In Tokyo's imperial palace last month the solemn-faced 18-year-old on the opposite page appeared before his father, Emperor Hirohito, and gravely promised to "... be conscious as ever of my station, cultivate virtue, leaving child-like ways behind, and always carry knowledge into new fields." Thus Akihito, eldest son of Japan's emperor and by legend 125th in a dynasty directly descended from the Sun Goddess herself (p. 72), formally came of age. Fifteen minutes later, after Prime Minister Yoshida had reported in stilted phrases centuries old that the young prince had "... advanced in his studies ... cultivated virtue month by month ... and become beloved by people at home and abroad," Akihito was proclaimed the rightful heir to Japan's ancient throne.

Unlike his forebears, Akihito has no illusions of imperial divinity, the old concept that the emperor was also a god having been abolished under the U.S. occupation. Instead of being brought up in royal seclusion, Akihito, then 12, went to the peers' school, competed against, and was even rough-housed by, his classmates. But for all the democratic trappings Akihito has always been sure of his destiny. When Elizabeth Young, the young prince's American schoolteacher, once asked his class what each wanted to be when he grew up, Akihito's solemn reply was, "I shall be emperor."



AKIHITO AWAITS INVESTITURE AFTER GETTING CROWN OF ADULTHOOD FROM CHAMBERLAIN AT RIGHT



← **TRADITIONALLY ROBED** in silks adorned with the imperial gold chrysanthemum, Akihito appears on the palace steps after being proclaimed heir to the throne. Wooden wand in his right hand is the ancient Shinto symbol of purity.

BREAKING TRADITION, the diplomatic representatives of 28 nations, first foreigners ever to see a Japanese investiture, were among 330 guests in throne room (above). U.S. Ambassador Robert Murphy is fifth from right in front row.

Are you literally "starved" for the right kind of sleep?

New medical findings revealed! You may not be getting the "sleep food" you need!



RECENT MEDICAL STUDIES indicate that a vital substance in your bloodstream may have a lot to do with how well you sleep. This vital substance is known medically as *blood sugar*. It is an important source of nourishment for the brain.

At bedtime and especially during the long nighttime hours, your supply of *blood sugar* may become seriously lowered. Thus, your brain and nervous system are affected. You may feel too nervous to go to sleep . . . too restless to sleep well. You are "starved" for *blood sugar*—your body's vital "sleep food."

How you can help your body get needed "sleep food"

Drugs or sleeping pills can't supply "sleep food." And sweet, sugary foods and drinks provide only a quick jet of sugar that is too quickly burned up. But here is a way—a *delicious, drugless way*—to help your body get needed "sleep food." This sleep-aid is a **POSTUM "NIGHTCAP"**—a delicious drink made with Instant Postum and hot milk, taken shortly before retiring.

Your Postum "Nightcap" is good-tasting and safe—contains no drugs to harm you. Moreover, your Postum milk drink gives you easily digested nourishment that is *slowly converted* into blood sugar. Thus, it helps assure the *slow, steady flow*

of vital "sleep food" to your brain. That's why a Postum "Nightcap" helps you get refreshing sleep—the kind that leaves you rested, looking and feeling like new!

So safe, so easy—try it!

Every night before you retire, fix yourself a Postum "Nightcap." It's easy—add a rounded teaspoon of Instant Postum to a cup of hot milk, and stir. Try this for just 10 days—then see if you aren't sleeping better—feeling fresher—looking like a new person! Get Instant Postum now—and start the 10-day test tonight!

Are Postum "Nightcaps" really effective?

Doctors have always known that a warm milk drink is an effective aid to sleep. The recent blood sugar studies offer additional reason why. As your own doctor can tell you, the Postum "Nightcap" is ideal—a warm, relaxing drink that *tastes good* . . . and Postum contains no caffeine, no drugs of any kind.

Postum is an ideal mealtime beverage, too. No caffeine—no drugs—no chance for "coffee nerves."



The "SLEEP-FOOD" Nightcap
—for sleepless Millions!

Akihito CONTINUED

LEGEND OF HIS GODLY DESCENT



MYTHICAL MATRIARCH, from whom sprang Akihito's legendary ancestors, was Amaterasu, the sun goddess (*right, above*). In this old print she watches her brother, Susanoo, later exiled for misdeeds, spit out a baby boy.



FIRST EMPEROR, Jimmu Tenno, supposedly goddess' descendant, possibly was early Malayan invader.

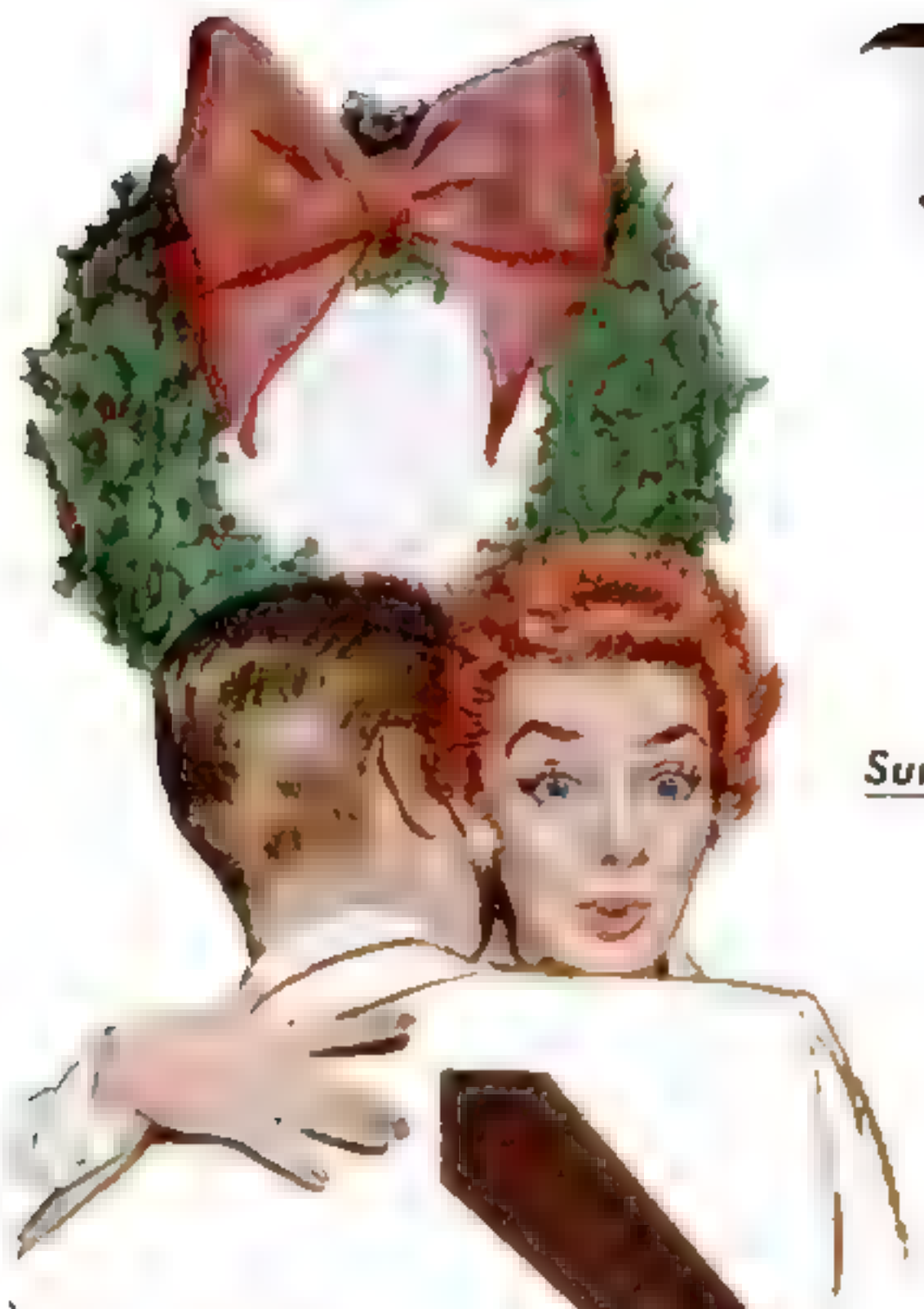


STRONG MAN Iyeyasu was one of the shoguns who by 1700 had reduced emperors to figureheads.



MODERN MONARCH Hirohito, here shown with Akihito and his sisters in 1945, following Japan's surrender, is only a mortal with little power—but remains the symbol of a unified people—under constitution adopted in 1947.

CONTINUED ON PAGE 78



The surest gift of all...

Wembley

NOR-EAST† NON-CRUSH† TIES

Sure to be wanted... Sure to look smart... Sure to wear... and wear!

Woven in England from imported Australian fleeces and Turkish mohair \$1.50



NOT A WRINKLE!



**THE TIE THAT
QUALITY MADE FAMOUS**

It takes a long time for a tie to attain true distinction... because the service it renders through the years is a basic ingredient in its reputation. Over 70 years of rigid adherence to the highest standards of weaving by Priestley of England have made Nor-East the longest-wearing tie in the world.

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"Even I was amazed!" says Susan Smart

YOU CHOOSE FROM MORE THAN 1000 SMART STOCKING GIFTS

AT **Woolworth's** TOILETRIES COUNTERS



What is as enchanting as a gift of beauty? And where, but at Woolworth's would you find so complete, so wondrous an array of cosmetics and toiletries! Within just a few feet (what a blessing at Christmas-shopping time!), you'll find beauty aids to leave a woman dazzling from top to toe... toiletries to warm a manly heart. You'll choose from a who's-who assortment of the most wanted brands. Best of all, you can examine *all* the brands... take your own sweet time to compare and select. Should you want advice, ask the friendly Woolworth salesgirl. She's *always* happy to help!



A stocking-full of glamour is such fun!

And I have such fun choosing these gifts at Woolworth's. There are whole counters of toiletries that cost little, make a big impression. Colorful cosmetic gifts galore... so easy to choose from the compact array of fine brands and new-fashion shades. For a man's stocking... grooming aids by the score. In just a few steps... in no time at all, my stocking gift shopping is done at Woolworth's!

Merry, Merry Christmas to All!

Susan Smart

Your Woolworth Shopping Reporter

High on my list - these Eight gift stars from Woolworth's



1. BEAUTIFUL HANDS deserve lanolin-rich *Sofskin Cream*... a true beauty treatment. Woolworth's has Sofskin for stocking gifts or as a generous gift by-itself. 10c, 33c, 59c, 98c†



2. ALWAYS A FAVORITE with Woolworth's shoppers, this *Gillette Super Speed Razor Set* is right for him or her. Razor and Blue Blade dispenser in smart plastic travel case \$1 set



3. WOOLWORTH'S GIFT SIZE of *Men's Skin Bracer* saves money. And its wake-up tingle, he-man aroma make it a favorite after-shave lotion. Gift boxed 59c† smaller unboxed size 29c†



4. A TOP-NOTCH GIFT. *Vitalis Hair Tonic*. Used with a 60-second workout, it keeps hair and scalp handsome, healthy. Buy it for him at Woolworth's. 27c, 49c†

5. FOR DAILY ENJOYMENT, *Lady Esther 4-Purpose Cream*. As a quick daily home facial it benefits skin 4 ways. An ideal Woolworth stocking gift. 29c, 35c, 83c†



6. DOUBLY WELCOME... a *Cutex Make-Up Duet*. Nail Brilliance in miracle Spill-proof bottle and creamy Stay-Fast indelible lipstick. A Woolworth gift buy! 59c set†



7. FRAGRANT SALUTE to Christmas... purse-size *Darcel Stick Cologne* in handsome brass containers. Woolworth's has a joy-inspiring choice of flor 1 scents. 39c†



8. A SURE HIT... the one-step home permanent, *Shadow Wax*. Sure because you've no timing, no rinsing, no neutralizer, no hair-type worries. Woolworth's has kits, \$2.00†, refills, \$1.25†

† Prices plus tax.

BANZAIS FOR THE NEXT EMPEROR



GOING TO INVESTITURE, Akihito rode from his own palace in Shibuya in a closed state carriage bearing the royal golden chrysanthemum. Since he was 3 he has lived in his own quarters apart from royal household.



WAVING GREETINGS and shouting traditional banzais, crowds for first time could look directly at an heir apparent. Before democratic reforms they had to bow with averted gaze when emperor or his heir passed through streets.



WAVING BACK at his future subjects, Akihito rode home after the investiture in an open carriage. Still ahead of him were nine days of court functions, including the traditional report to the shrine of his ancestors.

CONTINUED ON NEXT PAGE

Trim French toe. Glove soft brown Calfskin. Flexible leather sole. Also in black Calfskin.
Style No. 6016—\$7.45



**There's something
very special
about these
CALFSKINS**

they're only . . .

\$7.45

Classic Executive style. Smooth, supple Calfskin. Fine leather sole. Also in black Calfskin.
Style No. 3624—\$7.45



There's no doubt about it—Calfskin just naturally makes a wonderful shoe for men. It's pliable. It tailors superbly. It has a knack for staying young-looking, longer.

But Thom McAn Calfskins have something more.

Look at the Thom McAn styling. Notice the clean-cut workmanship. Every detail says quality.

And now look at the price! \$7.45! The same sensible \$7.45 you find on all Thom McAn shoes. Hard to believe? Not when you remember that Thom McAn is the biggest manufacturer-retailer of men's shoes in all America.

We're mighty proud of our Thom McAn Calfskins. Wear a pair, and you will be, too.

Thom McAn

A Division of Melville Shoe Corporation, 25 West 43rd Street, New York City
WORN BY MORE MEN THAN ANY OTHER BRAND



OOH, WHAT
SPEED...



AHH, WHAT
FLAVOR!



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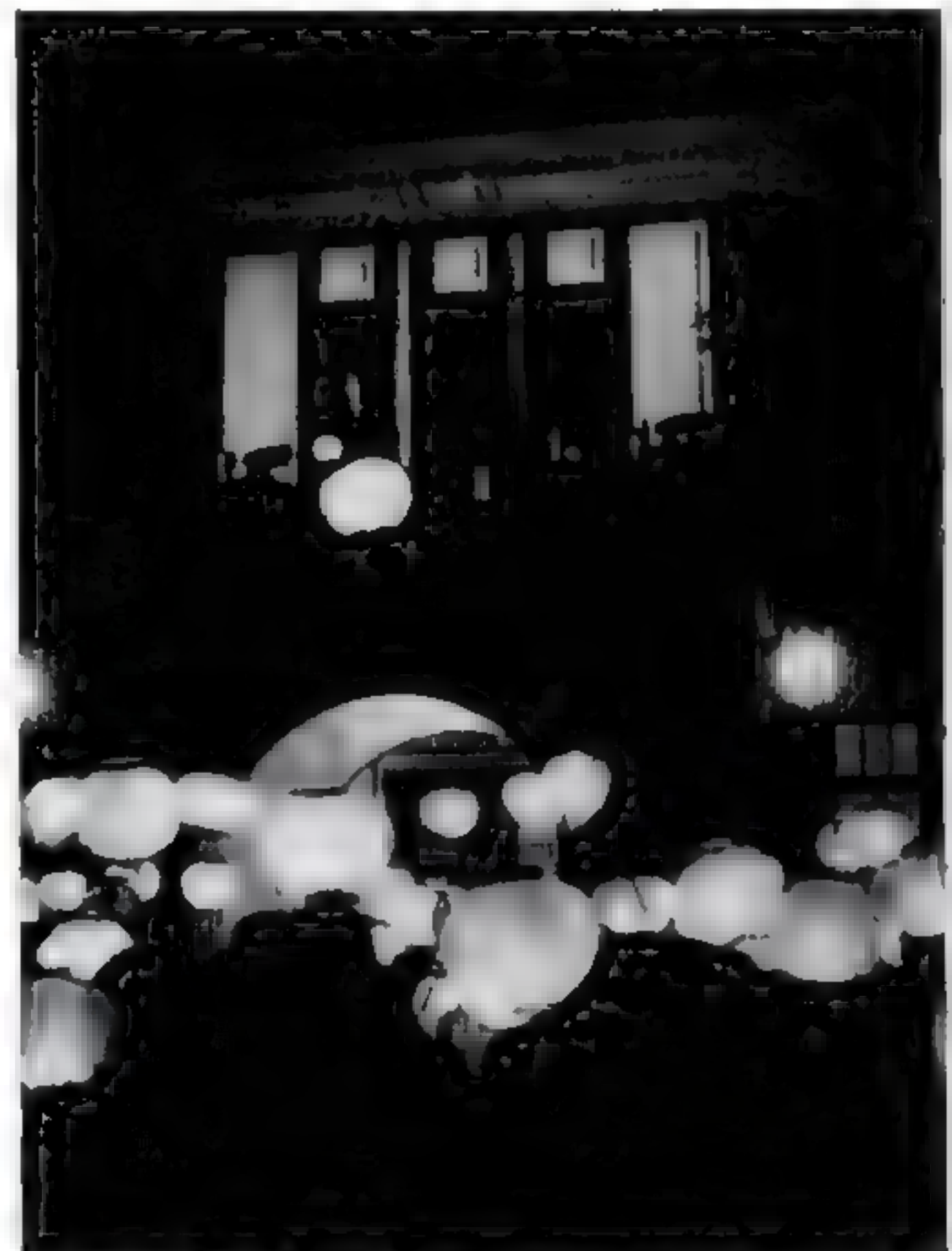
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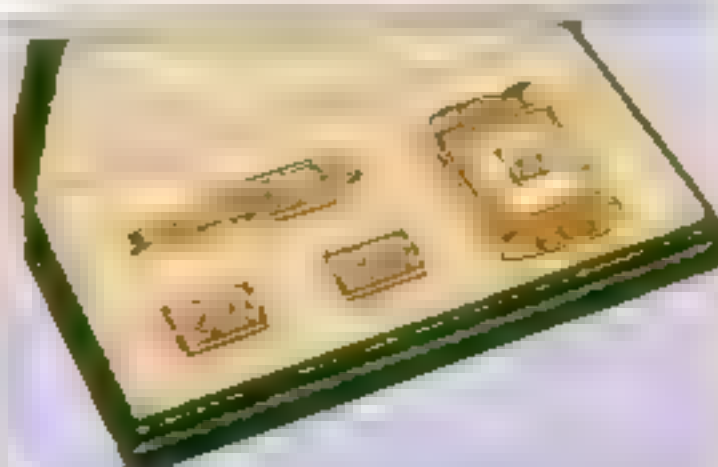
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New Monterey Initial Buckle \$2.50, Cuff Links \$2.50, Tie Bar \$2.50. Tan Sierra Saddle Leather Belt \$2.50. Complete set, in gift box. \$10.00.



Monterey Initial Tie Bar \$2.50, Cuff Links \$2.50, Dependable thumb-lever action Lighter \$5.00. Set, in morocco leather gift box, \$10.00.



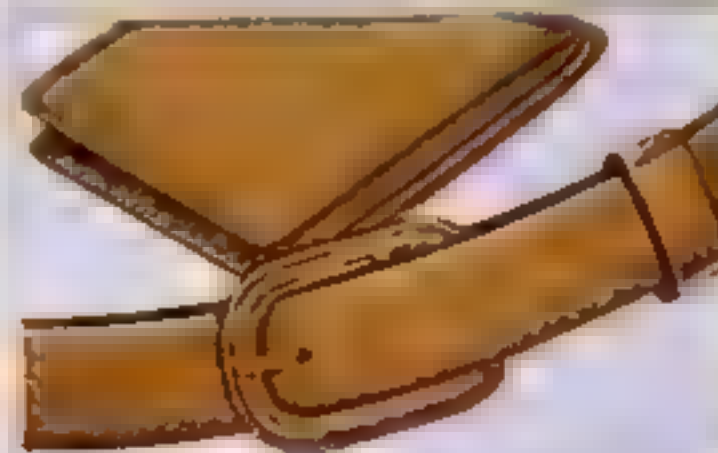
Monterey Initial Tie Bar \$2.50, Cuff Links \$2.50, Key Chain \$3.50. Complete Monterey set, in morocco gift box, \$9.50.



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Genuine pigskin Wallet, hazel tone, with pass case and stamp folder, \$5. Matching Pigskin Belt with covered Buckle, \$2.50. Set, \$7.50.



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Handsome blue Sierra Saddle Leather Belt with new Hickok Initial Buckle. Belt \$2.50, Buckle \$2.50. Set, beautifully gift boxed. \$5.00.



Babygator Cowhide Wallet, secret pocket and pass case, \$5. Babygator Cowhide Belt \$2.00, Buckle \$1.50. Set, smartly gift boxed, \$3.50.



New Monterey Initial Tongue Buckle \$1.50, Belt \$2.00. Set \$3.50. Two-tone Initial Slide Buckle \$2.50. Belt \$2.50. Set, gift boxed, \$5.00.



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Matching Wallet and Key Case Set in fine, supple Goatskin. Wallet \$3.50, Key Case \$1.50. Complete set, in handsome gift box. \$5.00.



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Saddle Leather Tie Bar \$4.50, Cuff Links \$2.00, Lighter \$5.00. Gift boxed set, \$8.50. Fine California Saddle Leather Wallet, \$7.50.



Sierra Saddle Leather Belts with embossed stitch design in 3 smart shades. Blue, Mahogany, Tan. Gift boxed. \$2.50 each.



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Monterey Initial Commuter Kit of genuine saddle leather. Will hold all shaving and toilet accessories necessary for travelling. \$10.95.*



Clothes Brush Toilet Kit, cowhide top, zippered and fitted, \$5.95. Monterey Initial Toilet Kit, with fitted accessories, \$5.95.*



Mahogany Sierra Saddle Leather Wallet with secret pocket, \$5.00. Matching Sierra Saddle Leather Belt, \$2.50. Set, \$7.50.*



Neat Look 2-Tie Bars and Cuff Links \$2.50 each. Sets, gift boxed, \$5.* Knot design sets are available with either blue or red stone.



Men's Toilet Kit of handsome, mahogany tone sturdy cowhide. Has waterproof lining, slide closure, reinforced luggage corners. \$4.95.*



Highest quality genuine Alligator Belt, \$10. Distinctive Gold-Filled Initial Buckle, \$5. Complete set, in beautiful gift box, \$15.



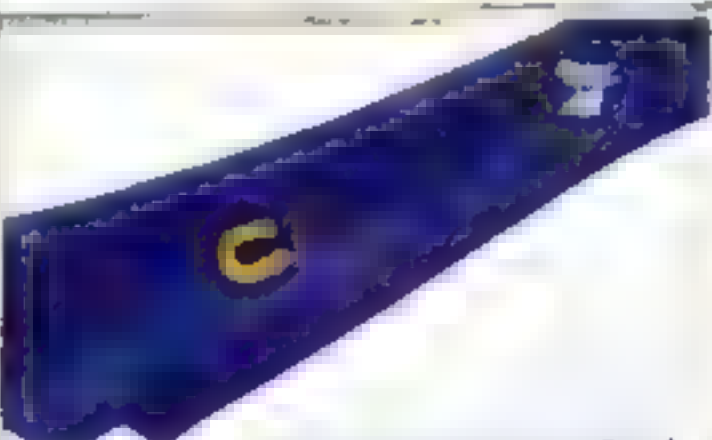
Lustrous Brown Calfskin Belt with Initial Silver-Front Buckle. Belt \$3.50, Buckle \$3.50. Set, in handsome presentation gift box \$7.00.*



Rich-textured, supple, brown Pinseal Belt. \$5. Distinctive gold-filled Initial Buckle, \$5. This beautiful set, boxed as a gift, \$10.00.*



Completely fitted man's Manicure Set in mahogany cowhide case, \$10.95. Clothes Brush with cowhide back \$3.50.*



Woven Horsehead design Tie, Horseshoe Ascot Tie Guard, Set \$5.* Other designs in Blue, Grey, Red, Brown ties with complementary Ascots.



Complete man's Manicure Set in over-top grain cowhide case with slide closure, \$4.95.* Leather Bookcase Card Set, 2 decks, \$3.95.



Rod and Gun Lighter \$5. 2" Shotgun Tie Bar \$2.50. Set \$7.50.* 2" "Neat Look" Tie Bar also sold in other sports designs.

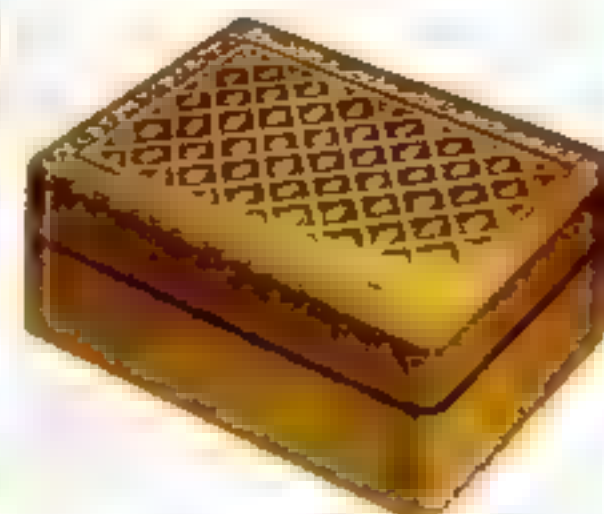


Monterey Initial and Horsehead Panel Wallets \$5 each.* Initial and Horsehead designs available on jewelry lighters, belt buckles, etc.

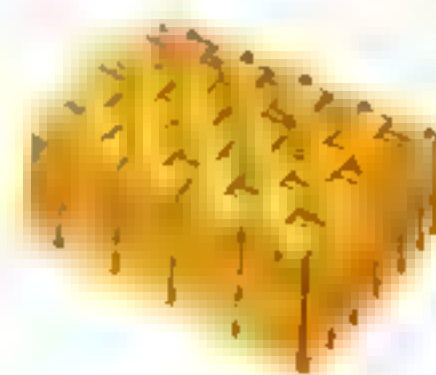


Hunting Jewelry Set, Shotgun Tie Bar \$2.50, Setter Cuff Links \$2.50, Belt Buckle \$2.50, Lighter \$5.00. Set in morocco box, \$12.50.*

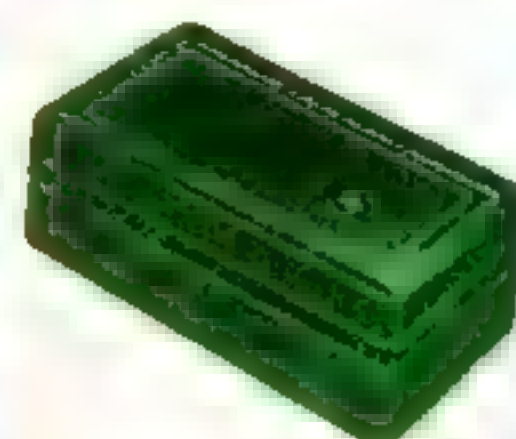
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Hickok Christmas Gifts are boxed in beautiful presentation cases



that make magnificent Stud Boxes for men



as well as practical Sewing and Jewel Cases for women



while many are designed to serve as smart Cigarette Boxes, too!

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Nature's most refreshing flavor
happens to a meat dish... *when you*

bring on

Pineapple

You can't miss on pleasin' when Pineapple comes to table!
In meat dishes, salads, bakings... as breakfast fruit or dinner dessert...
Pineapple gives your meal a lift with Nature's most refreshing flavor.

Canned 5 ways, as golden juice and varied fruit cuts, to be the
good companion of America's good-eating. So many families like Pineapple
so much that it is kept on hand in more home pantries than any other fruit.

You get quick food energy, protective vitamins and minerals too,
in this tropic fruit. Pineapple's now plentiful
at welcome low cost. Better stock up!



CHUNKS

TIDBITS

CRUSHED



A POLTERGEIST CALLED BRUTUS



JOHNNY BURY moved into haunted bedroom to be with John Glynn after the ghost arrived. "He's my friend, so I'll stick with him," he explains.



HAUNTED HOUSE AT 1 BYRON STREET WAS ONCE SHOP, HAS BEEN OCCUPIED BY SAM JONES 50 YEARS

SAM JONES, 68, a widower and retired, refuses to let ghost dislodge him from favorite bedroom, although he says, "We have suffered for weeks."

LUCY JONES, Sam's sister-in-law, says, "I'll never go upstairs again" but does so in daytime. At night she crosses street to sleep in neighbor's house.

JOHN GLYNN, Sam's grandson, sleeps in haunted room although he says he has lost eight pounds since the ghost came and made him a chain smoker.

NEWLY REPORTED ROWDY GHOST RUINS SLEEP OF BRITISH HOST

In Runcorn, England, Sam Jones and his family are winning distinction but losing sleep by living with a poltergeist they call Brutus. The poltergeist, German for an ornery ghost, moved into their house last August and began shifting furniture in a bedroom. He has been there ever since, throwing books, water pitchers and broken furniture around the room. Two policemen, lurking in the bedroom with flashlights, once actually caught a chest on the move, and Brutus has so convinced other investigators that he now gets great publicity. Reporters and sightseers come to sip tea in the kitchen and listen while he wrecks the bedroom. Although Brutus is the most popular poltergeist in England, there are those who suspect him because he acts up only late at night when the shades are drawn and when Sam Jones is in the room.

CONTINUED ON NEXT PAGE





Don't let the bullfighter get-up fool you. It's your old friend, the jolly Green Giant, reminding you that for a gay surprise in fine eating, nothing can match this Niblets Brand Mexicorn. Everybody loves this colorful fiesta of sweet red and green peppers with those famous golden kernels (*packed at the fleeting moment of perfect flavor*). So will you. *Muy mucho.*

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world famous for its fine tobaccos and fine whiskies...



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...this year make Kentucky's favorite
your own Christmas gift whisky...



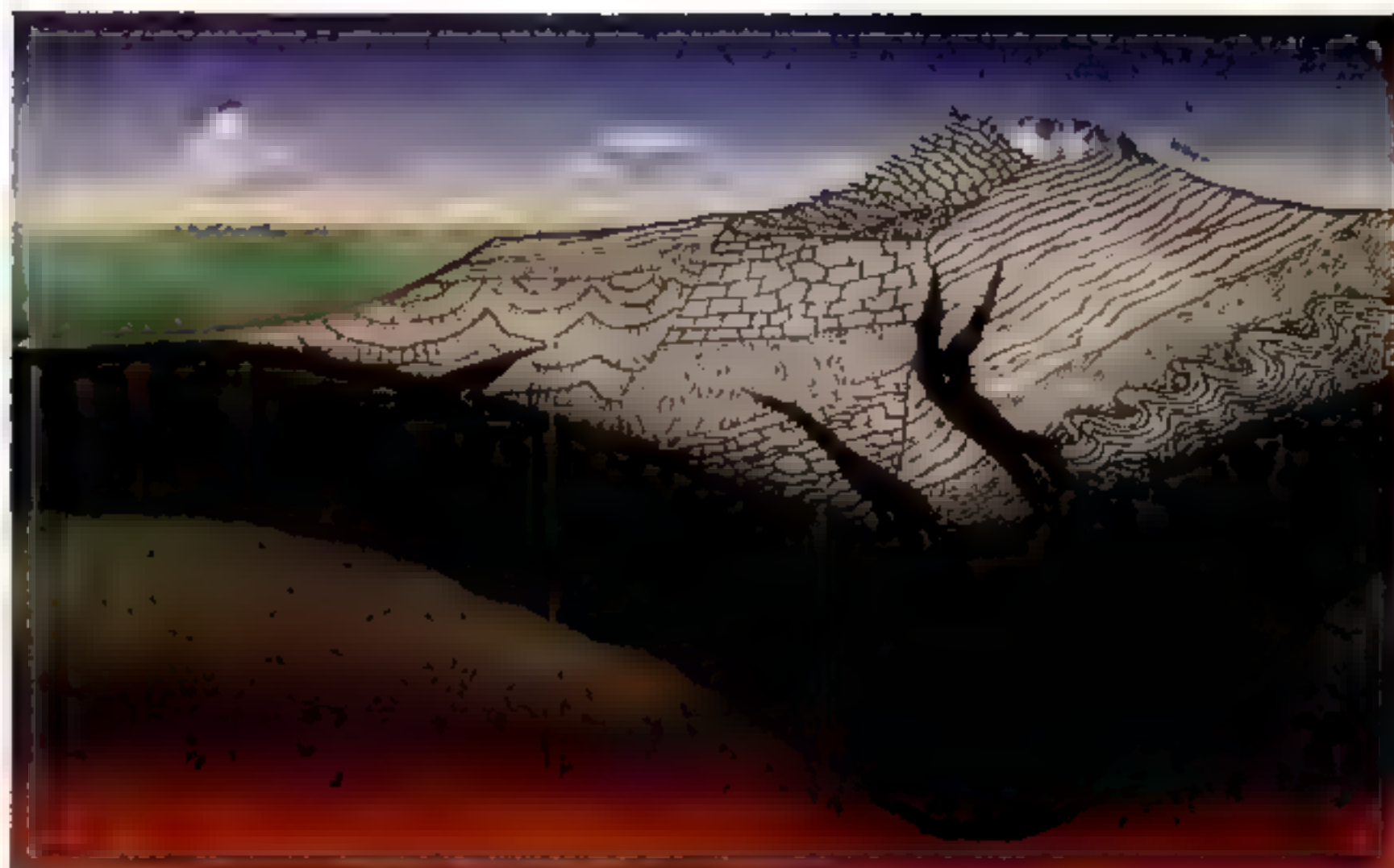
Every Ounce a Man's Whisky



KENTUCKY STRAIGHT BOURBON WHISKY • 86 PROOF • EARLY TIMES DISTILLERY CO., LOUISVILLE 1, KENTUCKY

EARTH'S INTERIOR (left), if laid bare by a slice from pole to pole, would reveal a structure like that of some titanic fruit. The outer skin is a rock crust 10 to 30 miles thick. Beneath it lies an inner shell 2,000 miles thick. The core is a ball of molten iron twice as thick as the moon.

EARTH'S CRUST consists of two layers: a top layer composed mostly of folded granite, of which the continents are built; and a "basement" of basalt, a black rock heavier than granite. Mountain roots reach into the red-hot rock of the inner shell. Fingers of basalt are old volcanic fissures.



THE EARTH IS BORN CONTINUED

supplied a coherent system of geologic chronology: the calendar of fossils pushed back the time of creation untold millions of years.

However, the reading of the rocks remained a formidable task. All across the scarred, pitted, folded face of the earth, the record of the past has been obscured or obliterated by the scouring of glaciers, repeated outpourings of volcanic lava, and eons of erosion by rain and frost. It was not until the discovery of radioactivity around 1900 that the age of the earth could be fixed with approximate precision. For the radioactive elements, such as uranium, thorium and radium, decay at fixed rates that are independent of heat, pressure or any external influence. Each loses in a given period a certain proportion of atoms which then undergo a long series of transformations at a fixed, known rhythm, ending up eventually as atoms of lead. One gram of uranium, for example, yields 1/7,600,000,000th of a gram of lead per year. So it is possible to weigh the amount of uranium in any bit of radioactive rock against its residue of lead and thus calculate how long ago the deposit was formed.

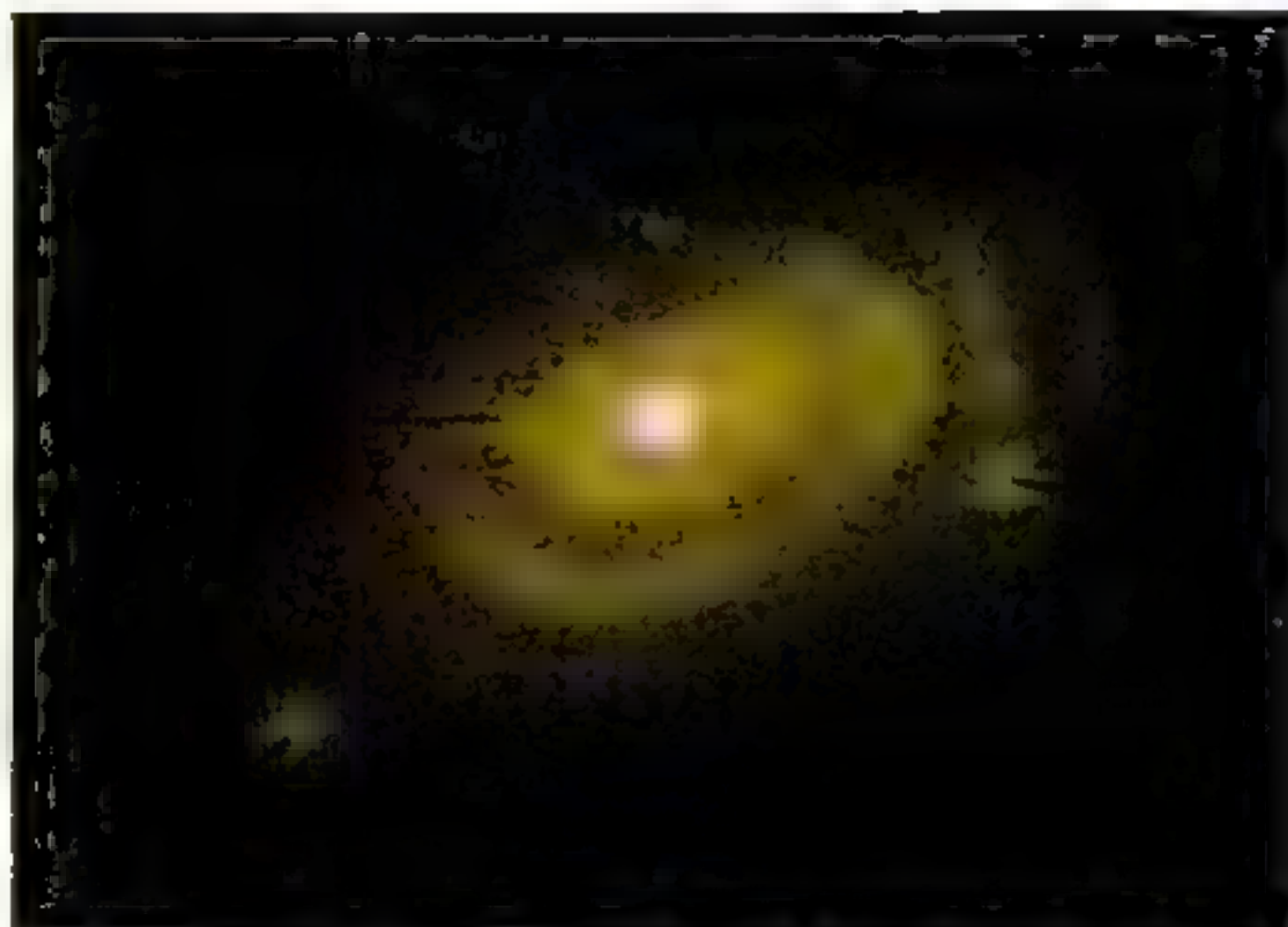
Careful analyses of radioactive rocks in all parts of the world have failed to disclose any older than two and a half billion years—these are in South Africa—thus pointing to the conclusion that the earth's crust solidified about three billion years ago. Other approaches to the problem—calculations of the ratio of salt in the ocean to the amount of salts annually conveyed by rivers to the sea, as well as recent studies of stellar combustion and galactic movements—all indicate a beginning, a creation fixed in time. The date always falls within certain crude limits, never less than two billion years, never more than four or five. And so the earth did not exist always. Yet it is older far than man from his brief temporal perspective ever surmised till now.

It is when one turns from the question *When* to the question *How* that science enters the deep waters. Any study of origins must begin with a knowledge of present state; and it is the paradox of geophysics that its greatest mysteries lie just under our feet. Although the implements of astronomy have taught us much about the stellar universe up to a radius of a billion light years, our knowledge of what lies beneath us terminates a few fathoms down. The greatest depth to which man has ever penetrated the earth is a 20,521-foot oil well in Wyoming, less than four miles and only 1/1,000th of the distance to the terrestrial center. For this reason geophysics is of all sciences least sure of itself and most beset by conflicting interpretations of the

fragmentary evidence at hand. For this same reason man's concepts of the earth's interior have often been compounded of fantasy and fear. As great a scientist as the English astronomer Halley thought the earth might be a hollow cavern inhabited by some race of subterranean beings. Yet the phenomena of volcanoes, earthquakes and geysers clearly suggested more dreadful things below the surface. In every age the underworld has been the destination of the damned and often as not a domain of everlasting fire. Today the evidence appears to sustain this last concept; the interior of the earth is not populated, but it is fiery hot.

Heat measurements in mines and deep borings in the earth's crust show that the temperature increases at an average rate of about 1°F. for every 60 feet of depth. At two miles it reaches the boiling point of water, and at 30 miles the melting point of rocks (2,200°). It is at this lower level that the lavas of volcanoes are commonly formed, whence they work upward through cracks in the solid layers above. This steep temperature gradient does not continue, however, all the way to the center. Recent discoveries disclose that much of the heat of the upper strata emanates from radioactive elements which occur in concentrated deposits near the surface. Farther down the temperature curve tapers off, so that its maximum at the core may be around 10,000° or about that of the surface of the sun.

The picture most generally accepted by geophysicists today envisages the planet as composed of three main concentric spheres. The earth cannot be built throughout of the kind of rocks we see on the surface, for such a composition would account for less than half of its known mass of 6,600 million million million tons. Investigations have shown moreover that its density increases toward the center, and furthermore that its central core is probably in a liquid state. All considerations argue that the deep heart of the earth must be a gigantic ball of molten iron (with perhaps some nickel and other elements), 4,000 miles in diameter or about the size of Mars. Yet the physical properties of this great ball are unknown, for the stupendous pressures at the core (46,500,000 pounds per square inch) would crush the iron molecules into a strange dense substance technically a "liquid" yet unlike any liquid we have ever seen or can imagine. Surrounding the molten iron core and reaching almost to the surface is the earth's great inner shell, 2,000 miles thick, known as the "mantle." Here again seismology and other branches of earth science combine to suggest its make-up. The mineral which satisfies most requirements is olivine, a heavy gray-green rock of iron-magnesium silicates. Its condition seems, paradoxically, to be both rigid and plastic,



THE SOLAR SYSTEM IS BORN out of a rotating cloud of gas and dust. Gravity makes the cloud contract; the nucleus grows hot and becomes the sun, while in the outer disk become planets and moons. Dark streaks are planets' shadows.

THE EARTH IS BORN CONTINUED

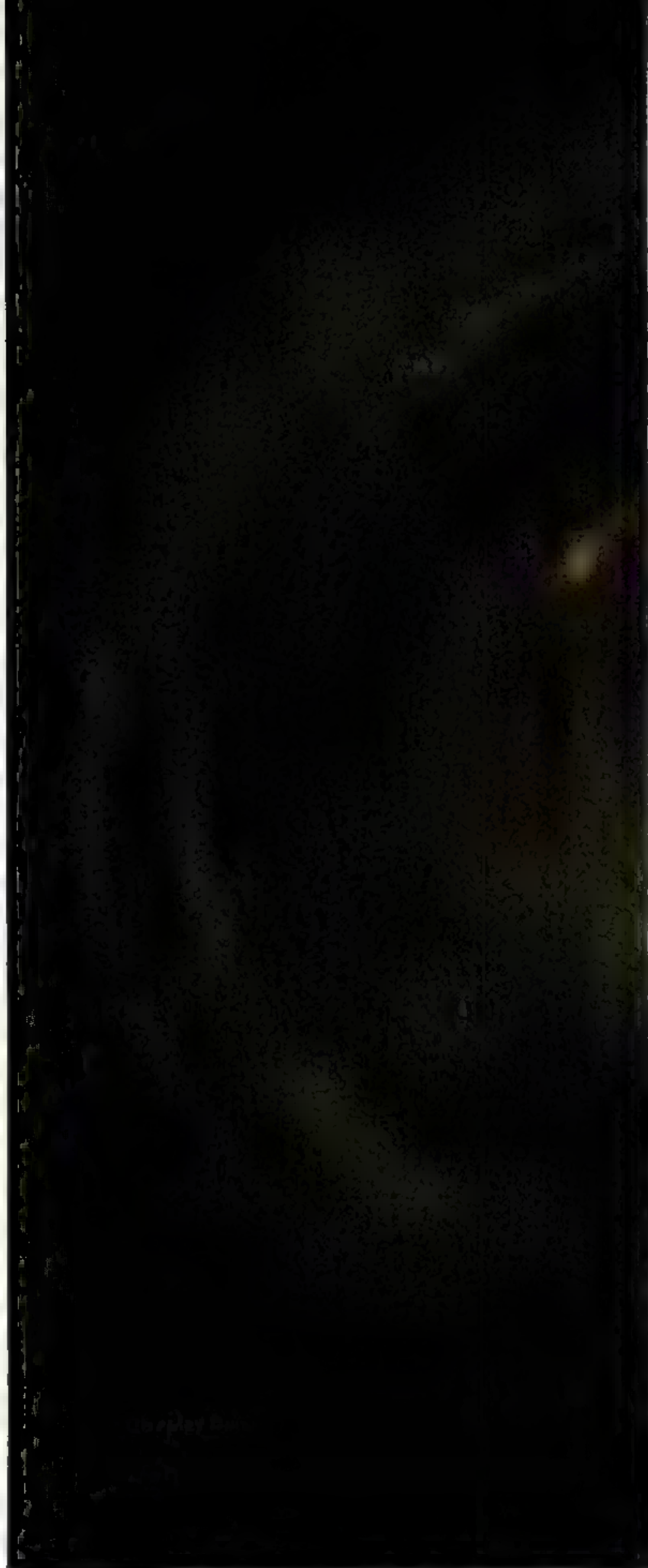
white hot where it meets the core and probably at least red hot throughout. Above the mantle lies the thin crust of man's world, relatively no thicker than the skin of an apple to the fruit. This too is divided into layers. Its underlayer or "basement" seems to be a shell of basalt (a black rock often found in lava), 10 to 20 miles thick, which lines the ocean basins and undergirds the land. Topmost of all, rising like icebergs above the northern sea, stand the granite continents on which we live. Some geophysicists describe them as "floating," for granite is lighter than basalt, as basalt is lighter than olivine and olivine lighter than iron. So our great land masses are, curiously, the lightest of the materials that compose the terrestrial sphere.

This strange anatomy, with its descending layers of ever-heavier elements and ever-higher temperatures, suggests that the earth was once molten and even now has hardly begun to cool. While some authorities believe the earth originally cohered from cold matter which has since been heated by the release of radioactive energy, most prefer the opposite view. Since before the dawn of science man has thought of earth as a child of the sun and regarded fire as the primordial substance. "This world was ever, is now, and ever shall be an ever-living Fire," said the philosopher Heraclitus (about 500 B.C.).

HOWEVER details differ, all theories of terrestrial origin follow two main lines of thought, each with a long tradition. In 1749 the French naturalist Buffon proposed that a comet once crashed into the sun, sending up great splatters of solar gas which then condensed into the planets. In later adaptations of this theory the comet became a star and the collision a near-collision, near enough so that the gravitational attraction of the trespassing star raised giant tidal waves on the body of the sun. At the point of closest approach the wave-crests broke away into space, cooled and became planets, half of them attached to the invader, the others remaining with their mother sun.

Against this "tidal theory" stands the no less venerable "nebular hypothesis" suggested by the philosopher Kant in 1755 and elaborated by the French mathematician Laplace in 1796. In this picture the sun was once surrounded by a rotating nebula, or envelope, of gas and dust, the possible residue of some wild solar explosion. Centrifugal force caused the nebula to bulge at the equator and cast forth a series of rings. The rings then coalesced into the separate objects of the solar system.

Generations of astronomers have revised and discarded various modifications of these two basic ideas. The currently popular theory which LIFE illustrates on these pages was formulated by Astronomer Gerard P. Kuiper of the Yerkes Observatory, University of Chicago, in 1951. As almost all astronomers now agree, it assumes, first, that all the stars evolved from primordial clouds of sparse gas and cosmic dust, drifting randomly in space. Compelled by gravitation, they massed, contracted, rotated. Internal pressures and temperatures rose, until in the last white-hot stages of collapse they began to radiate as stars. Spinning wildly about their poles, most of them split in half



PROTO-EARTH AND PROTO-MOON, half-grown, red lined by their own internal fires, spin through the placental cloud of matter that gave them birth. At this moment of cosmic time the young earth is only 1,000 miles in diameter. The



young moon hovers only 5,000 miles away. Whirling on century after century, through dim and dusty space, they continually sweep up material from the encircling cloud, adding to their volume and mass. Mountainous chunks of matter,

streaking into the earth as flaming meteorites, disappear quickly into the molten interior, leaving no scars. But on the smaller body of the neighboring moon, less heated by gravitational contraction, the wounds remain visible to this day.



THE CONTINENTS CONGEAL amid seas of molten stone when great granitic blocks cool, crystallize and cohere, spreading and thickening as pack ice spreads and thickens on a polar sea. Some drift on the incandescent mass; others come

to rest on sunken platforms of basalt that have solidified below. In this vista of the cooling planet the observer is a half mile above the surface; the continental cliffs rise 1,200 feet; the moon rides barely 10,000 miles away. Meteorites of all

THE EARTH IS BORN CONTINUED

and turned into the binary (double) stars that make up more than half the stellar population. Others separated into triplets, or even, like our North Star, into five units that appear to the eye as one. But in certain instances—perhaps one in 100—different events ensued. (It is here that Kuiper's theory departs from those which presuppose some rare accident like a stellar explosion or near-collision; he conjectures that there may be a billion systems like ours within the Milky Way.) Occasionally the distribution of matter and balance of forces were such that, instead of dividing, a cloud formed a single nucleus. One was our sun, an infant star growing and glowing in the center of a rotating disk of inchoate matter the diameter of our solar system. As the disk spun, growing ever flatter, the effect of gravity created whorls of denser matter within it. The whorls collided, intermingled, collecting

ever larger masses of matter into ever larger aggregates. In time—perhaps it took 100 million years—the larger whorls condensed into the planets, the lesser into subplanets, satellites and the wandering comets of the outer rim. Inside the whorl from which our earth congealed a still smaller one coagulated into our moon.

And so in the morning of time the earth was a featureless ball of anarchic matter, hurtling down the dusty corridor of its orbit. Some theorists think its substance was cold and wet, like snow. But most agree that as it grew it must have been heated to incandescence by the squeeze of gravitation and the friction of its passage through the solar cloud. While in the molten state the heaviest elements sank to the core, the lightest floated to the surface and the others arranged themselves between. Great jets of water vapor and carbon dioxide, pent in the interior, welled up and away to form the primal atmosphere. Slowly the crust cooled.



izes bombard the earth incessantly, blasting craters in the hardening rocks. From the inferno beneath the crust, fountains of lava, like the 400-foot spout in left foreground, continually erupt; water vapor, carbon dioxide and other gases,

leaving through volcanic fissures, rise and mass in ever thicker clouds above the future oceans of the earth. Over the cooling protocontinents, here and there, rain prematurely condenses, tries to fall—and at once boils back into the sky.

It may have taken a few centuries for the surface rocks to freeze, or a few thousand years, or, as some say, a million years. For as fast as heat radiated from the surface into space, new streams of hot matter rode upward on convection currents, only to cool and settle again toward the center. And so it is probable that the first crystallization took place in the interior, that the olivine mantle hardened before the outer crust, sealing in the core the primeval heat that remains undiminished to this day.

It was in this epoch of convection currents that the first continents took shape amid the wildest scenes of geologic time. All across the savage face of the earth smoke and flame arose incessantly, and fierce fountains of fluid rock spewed to the surface, spreading new layers of lava on the plutonic plain. As years became centuries, island blocks of granite and basalt began to harden in the molten mass. Many dissolved or foundered, but here and there granitic masses loomed like

icebergs on the fiery sea, expanding outward and downward by crystallization until at last they rested on the basalt basement. These were the protocontinents of earth—continents in process of formation. No one knows for certain when the map acquired its present lineaments. One theory has it that the continents congealed exactly where they rest today; another that they crystallized in a single mass, then separated and floated around the globe—impelled by the earth's rotational force—until the basalt basement froze them to their present sites. (A glance at the map shows that the eastern coastlines of the Americas fit those of Western Europe and Africa like the pieces of a jigsaw puzzle.) A third theory holds that the process of continent building is still going on today, as globs of matter continue to rise from the furnacelike interior.

After the land cohered, the seas were made. As the rocks hardened, water vapor and carbon dioxide released in the process of



THE PRIMEVAL OCEANS are created when the temperature of the surface rocks falls below the boiling point of water. The great overhanging cloud masses that enshroud the young planet in impenetrable darkness condense and pour their

waters into the basins and valleys of the earth. It rains for century on century. And as these greatest of all rains fall they begin the unending process of erosion, sweeping the earth's minerals down to the ever-hungry, ever-saltier sea.



Charles Bonestell

THE PRIMEVAL LANDSCAPE takes form slowly over unknown millions of years after the first cooling of the earth's crust, as the aboriginal rock is sculptured by two great antagonistic processes: the process of mountain-building and the

process of erosion. No sooner do new mountains arise than the falling rain begins to chisel them away, leveling their pinnacles, furrowing their ridges and shoulders, carving deep canyons and valleys along their lower slopes. And all the time

THE EARTH IS BORN CONTINUED

crystallization rose into the cooler atmosphere and collected in enormous cloud masses that shrouded the earth in perpetual darkness. Sometimes in the upper reaches of the cloud canopy rain started to fall—only to boil and turn again to steam. For possibly 1,000 years sunlight never penetrated this dense, self-renewing pall of gloom. It must have taken at least that long for the new-formed crust of the earth to cool from the freezing point of rocks ($1,000^{\circ}$ – $2,000^{\circ}$) to the boiling point of water (212°). But at last the day came when rains fell and did not boil away. And the falling rains hastened the cooling process and quickened the condensation of the clouds. No one can say how long this greatest deluge of all time went on—perhaps for centuries. But when at last the clouds thinned, the primeval oceans glittered in the rays of the bright new sun. Many eons elapsed before the sea basins became brim-full as they are today. Since that first great flood the level of the earth's waters has risen and fallen many times; coastlines have changed; the seas have crept inland and receded; and the profile of the continents has been repeatedly revised.

AS the earth's interior continued to cool, it contracted, shrinking away from its outer crust as a dried apple shrinks within its skin. And like the apple skin the earth's crust wrinkled. The wrinkles were mountains. How many mighty ranges rose and fell in the first eon of prehistory no one can assert; their roots lie buried miles deep in the earth, strewn in the sediments of the sea, lost in the ruins of time.

Throughout geologic time violent periods of mountain building, when the earth's crust readjusted itself to thermal contraction and the changing stresses of its load, have alternated with longer periods of calm, when the implacable rains drilled away at the mountaintops, leaching out their minerals, carving canyons and gorges, sweeping the substance of the mountains down to the insatiable sea. Then for millions of years the earth lay flat and the oceans rose from their basins and encroached on the continents, and the land was level and featureless, save for slow rivers and shallow inland seas—until once again the crust revolted and new mountains arose.

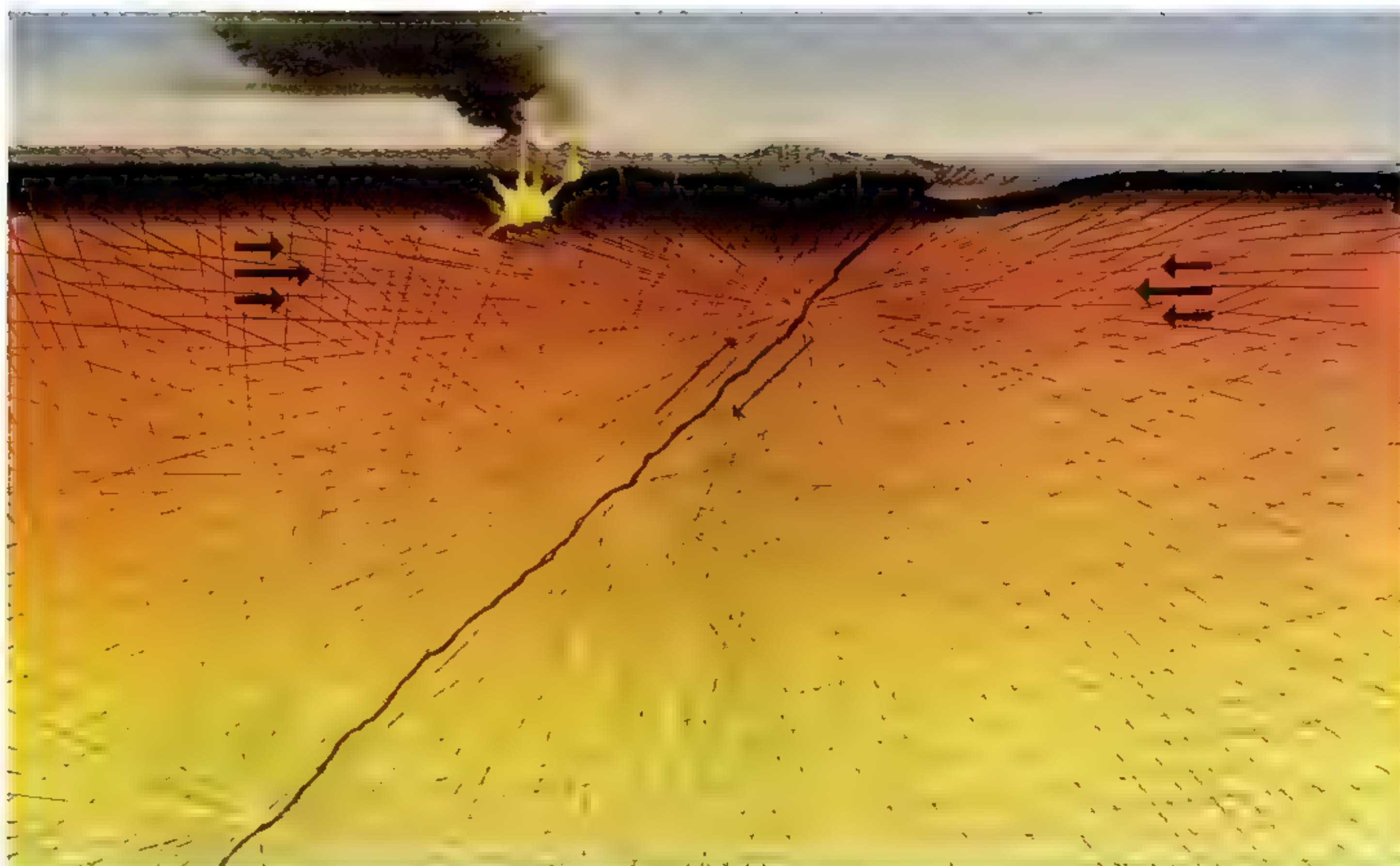
Somewhat more than one billion years ago there came an age of prodigious upheaval which geologists call the Laurentian Revolution, because the roots of some of the great mountains that were reared then still lie embedded in the Laurentian Hills of eastern Canada. All over the world the earth's crust revolted, warping upward and downward to form oceanic deeps and vast mountain chains. Here and there the process of crustal uplift was accompanied by earthquakes and volcanic outbursts. The Laurentians, in particular, were born amid such a fury of volcanic activity as the earth has not known since—a stupendous upwelling of molten rock that engulfed two million square miles of the region around Hudson Bay in a cover of lava two miles thick. It is still there today—the great granite floor of the Canadian Shield. The Appalachian Chain came into existence 200 million years ago, a range then splendid as the modern Alps but now long since leveled by erosion, so today only its underlying folds remain to suggest the snow-crowned peaks that once marched unbroken

CONTINUED ON NEXT PAGE



volcanoes bring forth new supplies of lava from the uneasy depths, hurling ever thicker covers of molten rock upon the primal crust. At some unknown point in this shadowy era, and through some unknown process, life appeared. Two of the

earliest forms are visible in the painting above: lichens, which appear as dabs of green clinging to the eroded rock in the center foreground; and purple bacteria, which gave color to the lake at left, just as they color some lakes on earth today.



THE MOUNTAINS ARE BUILT in successive epochs by the process shown above. As the earth cools it contracts, producing tremendous horizontal stresses (triple arrows) which warp the crust. Along the coasts this pressure forces the

higher land masses to override the ocean floor, creating "faults," or planes of weakness, angling downward for 350 miles. Here frequent slippages (diagonal arrows) occur, accompanied by earthquakes (radiating lines) and volcanic action.

THE EARTH IS BORN CONTINUED

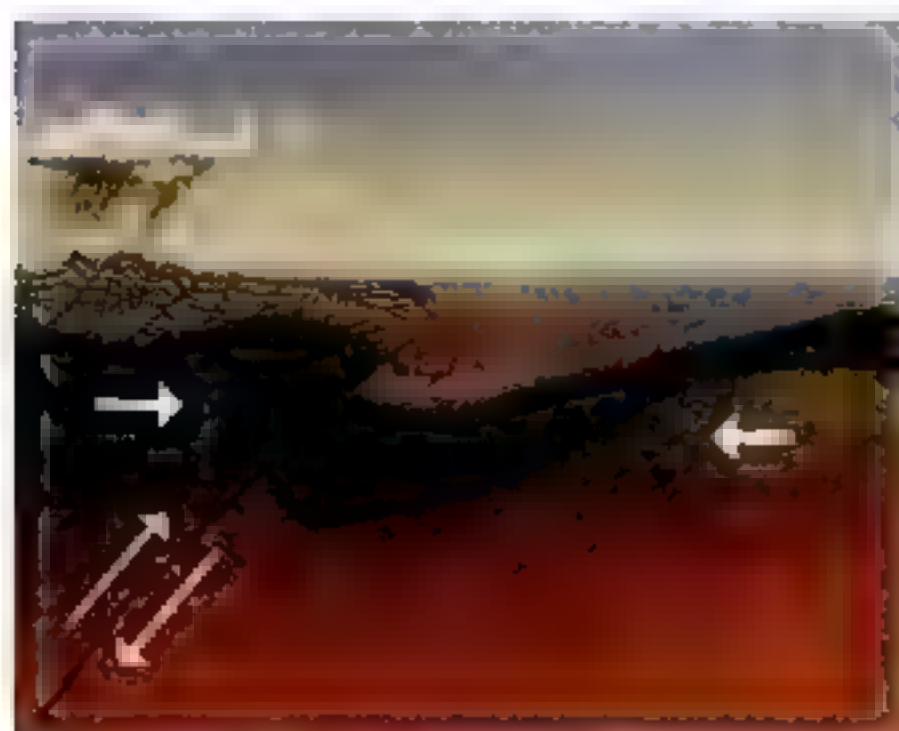
from Newfoundland to Alabama. All the high mountains of the earth today—the Himalayas, Rockies, Alps, Andes—came into existence within the last 60 million years. Scarcely one million years ago the youngest of all, the Cascade Mountains of our own West Coast, arose out of the sea accompanied by outbursts of volcanism whose traces are everywhere visible in the West. Nor has it ceased yet. All around the Pacific, from Alaska to the Indies, volcanoes form a ring of fire. There is evidence that the Himalayas and other mountains are still growing. For we are living even now in a revolutionary age of mountain-building. All of human history has been enacted during one of the earth's brief interludes of splendor when mountains transfigure the planet's ordinarily flat countenance. There have been perhaps 10 mountain-building epochs since the beginning.

WE live moreover in a glacial age. Wherever tall mountains stand there is snow and ice; and geology reveals that many epochs of mountain-building have been accompanied by one of glaciation.

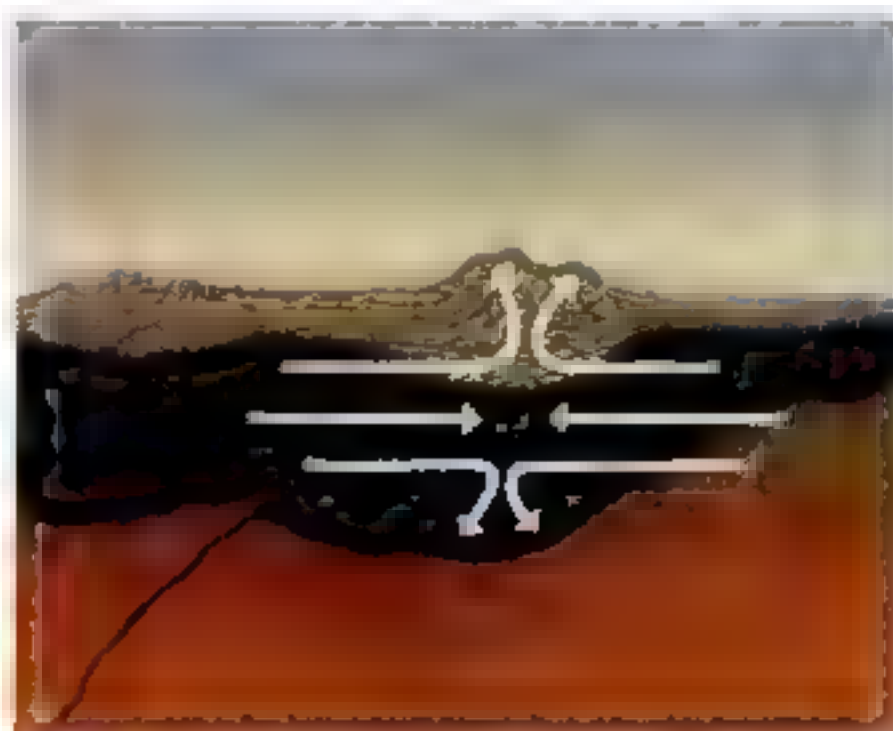
Mountain chains impede the flow of air, and land bridges that arise in times of continental uplift divert the warm currents of the oceans, producing local climatic extremes. During the Appalachian Revolution, which affected both northern and southern hemispheres, ice caps covered Africa up to the Tropic of Capricorn, and South America to within 10° of the Equator. Yet the vagaries of glaciers suggest that their recurring presence cannot be explained as an effect of mountain-building alone.

The causes of the earth's periodic ice ages constitute one of the deepest enigmas of geo-history. Some scientists have explained them by atmospheric factors—changes in the chemical composition of the air, or lingering clouds of volcanic ash that in times of crustal unrest might filter out the sun's warm rays for periods of time. Others have suggested astronomical causes, like fluctuations in the intensity of solar radiation, or shifts in the position of the earth with respect to the sun. The ellipse of the earth's orbit alternately lengthens and contracts, and the earth's axis tilts at now greater, now smaller angles of inclination. Yet no one factor suffices; perhaps all of them must operate together.

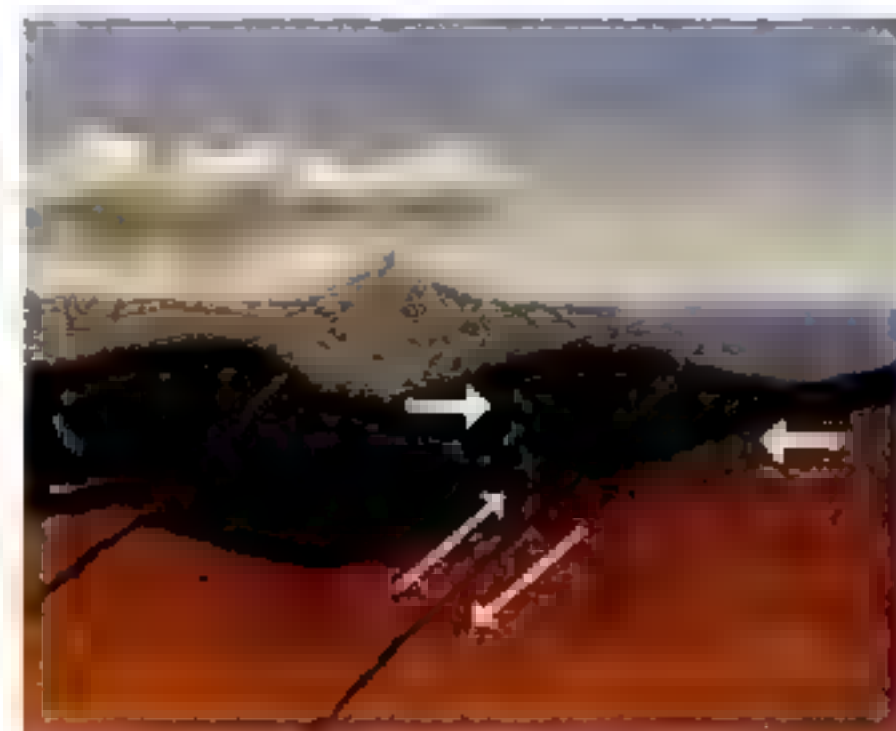
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THE SEA FLOOR SAGS as stresses and slippages continue, creating coastal deeps. Here thick sediments collect, adding to pressure along the fault.



THE CRUST CRUMPLES when the fault gives way, crushing sea floor and continent together and thrusting them upward to form a mountain range.



A NEW FAULT APPEARS under the new continental shelf and the cycle repeats. Meanwhile rains sculpture the new mountains and wear the old away.



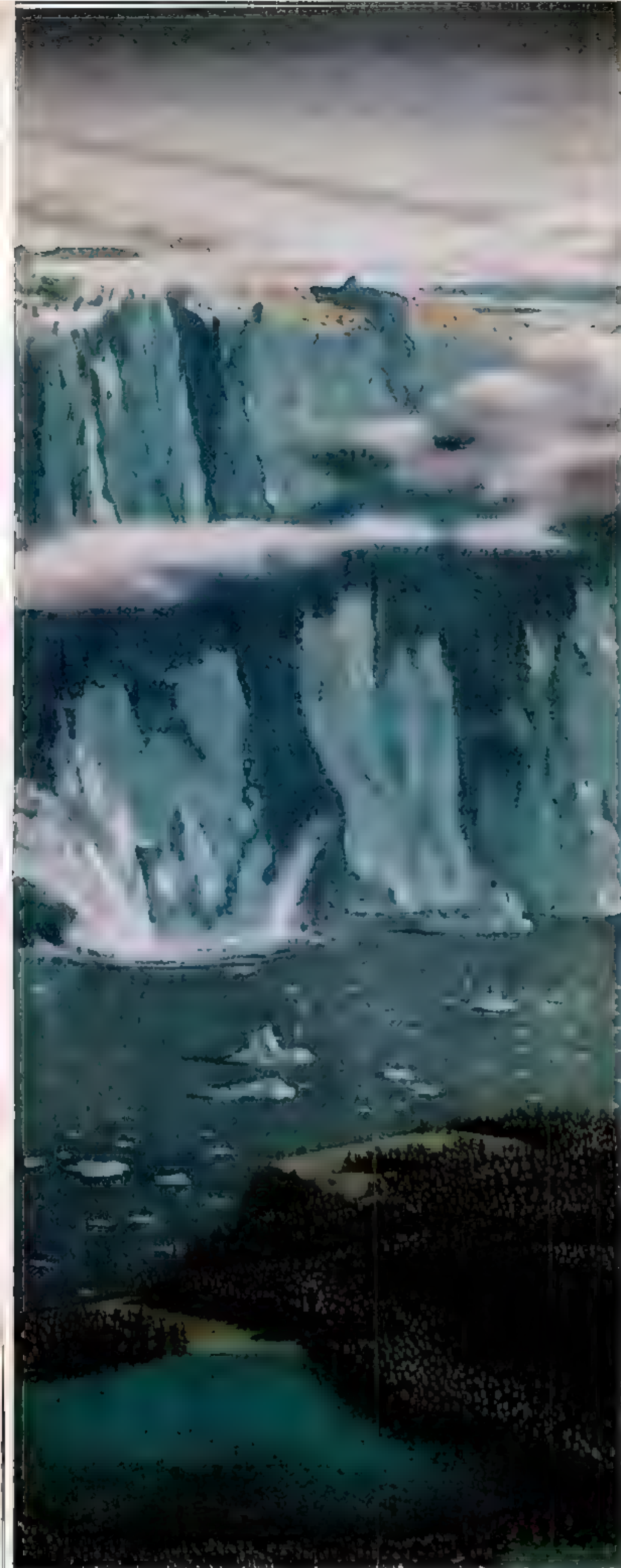
THE OCEAN FLOORS, originally flat basalt plains lying one to five miles below the granite mass of the continents, were deformed in time by the same internal forces that produced many of the features of the land. Mountain ranges and

deep submarine gorges creased the depths. Volcanic cones rose, ejected lava, sometimes formed islands and sometimes disappeared. In this picture appear two of the peculiar flat-topped mounts that still rise from the mid-Pacific floor

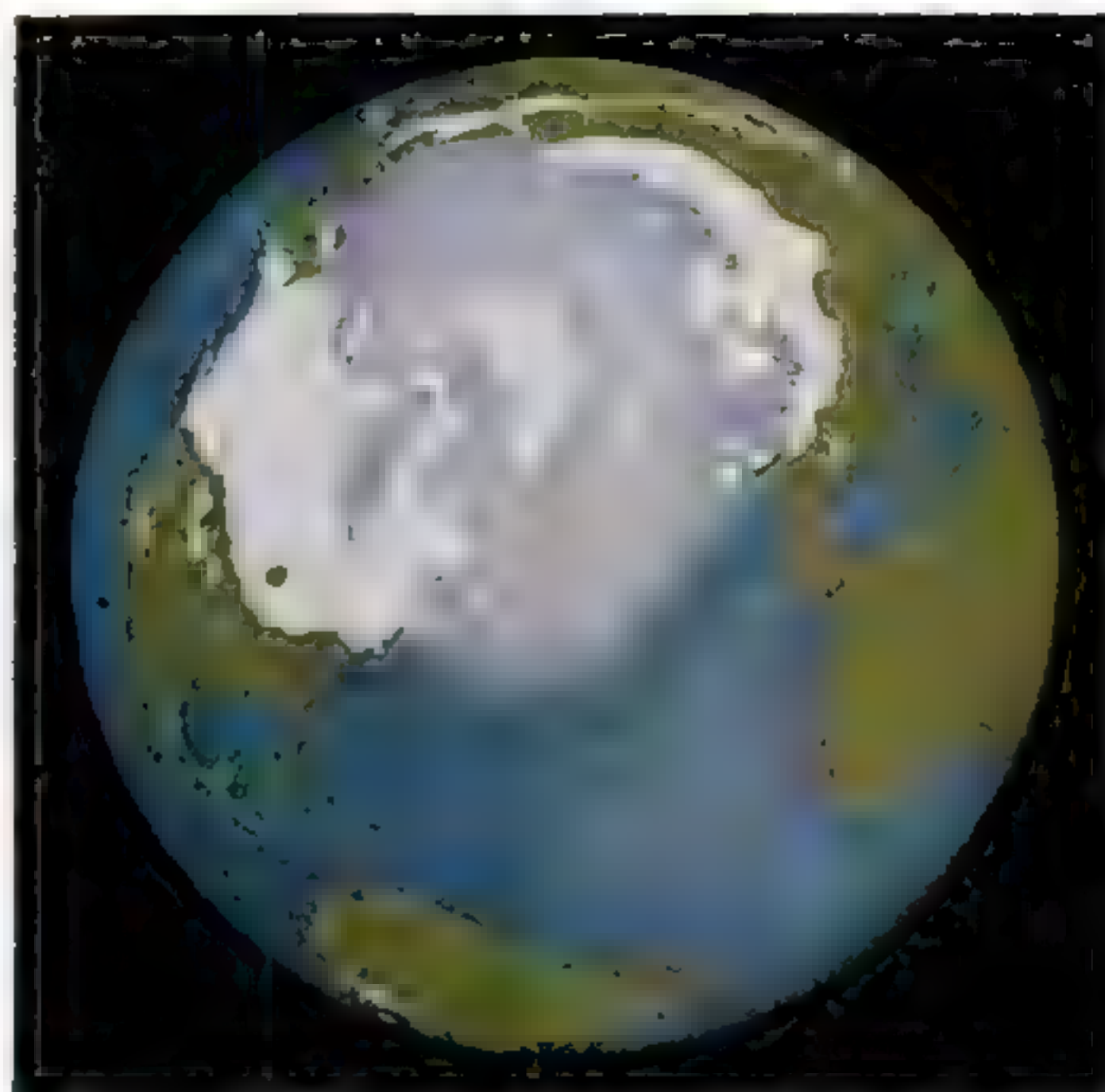


GLACIERS MARCH ACROSS THE EARTH throughout geologic time—sculpturing the final scene—planing the floors of valleys, scouring the soil from fertile lands and leaving behind them new rivers and lakes. The first ice age refrigerated

the earth half a billion years ago. Since then glaciers have advanced and retreated many times in both hemispheres. Each time the great ice sheets, often 4,000 feet thick like the ones shown above, have changed the face of the earth, crushing trees



and vegetation and forcing animal life inexorably toward the Equator. When they reached land's end they sheared away in grim, glittering cliffs, glowering briefly above the sea, then crashing piecemeal into the open water in giant icebergs.



THE LAST GREAT ICE CAP, which began spreading southward a million years ago, glaciated northern Europe, Asia, America, and the high places of both hemispheres. It began its last shrinkage 20,000 years ago and is still receding today.

THE EARTH IS BORN CONTINUED

The last and possibly greatest series of all ice ages began one million years ago, at about the time the curtain rose on man. Glaciers covered more than one fourth of the earth's land surface. In our hemisphere they extended south as far as Louisville, Ky. Sheets of ice two miles thick bestrade the mountains of New England, hollowed out the Great Lakes, shaped the Mississippi and Missouri River valleys, stripped the soil from eastern Canada and deposited it in the rich farmlands of our Midwest. At least four times the glaciers advanced and retreated during the million years of this last epoch of refrigeration. Today we are just emerging from the last great advance which reached its climax about 20,000 years ago. About one tenth of the earth's surface is still permanently glaciated. Greenland and Antarctica, where in other ages vegetation thrived, lie capped beneath five million cubic miles of ice. Glaciers still armor the mountains of Alaska, New Zealand and Scandinavia as well as the loftier Himalayas, Andes and Alps. Yet in the last 200 years there has been a marked retreat. Hotels in Switzerland, built at the turn of the century to command scenic vistas of ice, today have no glaciers in view. The Arctic and Antarctic ice packs recede yearly. According to present calculations the earth's climate will become increasingly warmer until 20,000 A.D.; the next ice age will begin about 50,000 A.D. The profoundest consequence of the melting of the present icecaps will be the raising of sea level by more than 100 feet—enough to submerge New York, London, Paris and most of the great seaports and coastal areas of earth.

"The created world," wrote Sir Thomas Browne, "is but a small parenthesis in eternity." On a lesser scale man's world is but a small parenthesis in terrestrial time. In the ages ahead the earth's great recurring rhythms will repeat themselves. Each day the rains and running waters will sweep eight million tons of the land's substance into the sea, until all the towering peaks we know lie crumbled on the ocean floor. But new summits will arise. And again, at intervals so vast as to be meaningless in man's meager dimension of time, the earth's face will buckle, volcanoes will roar, glaciers will abrade the plains and forests, leaving new lakes and rivers in their wake, and the seas will rise and fall.

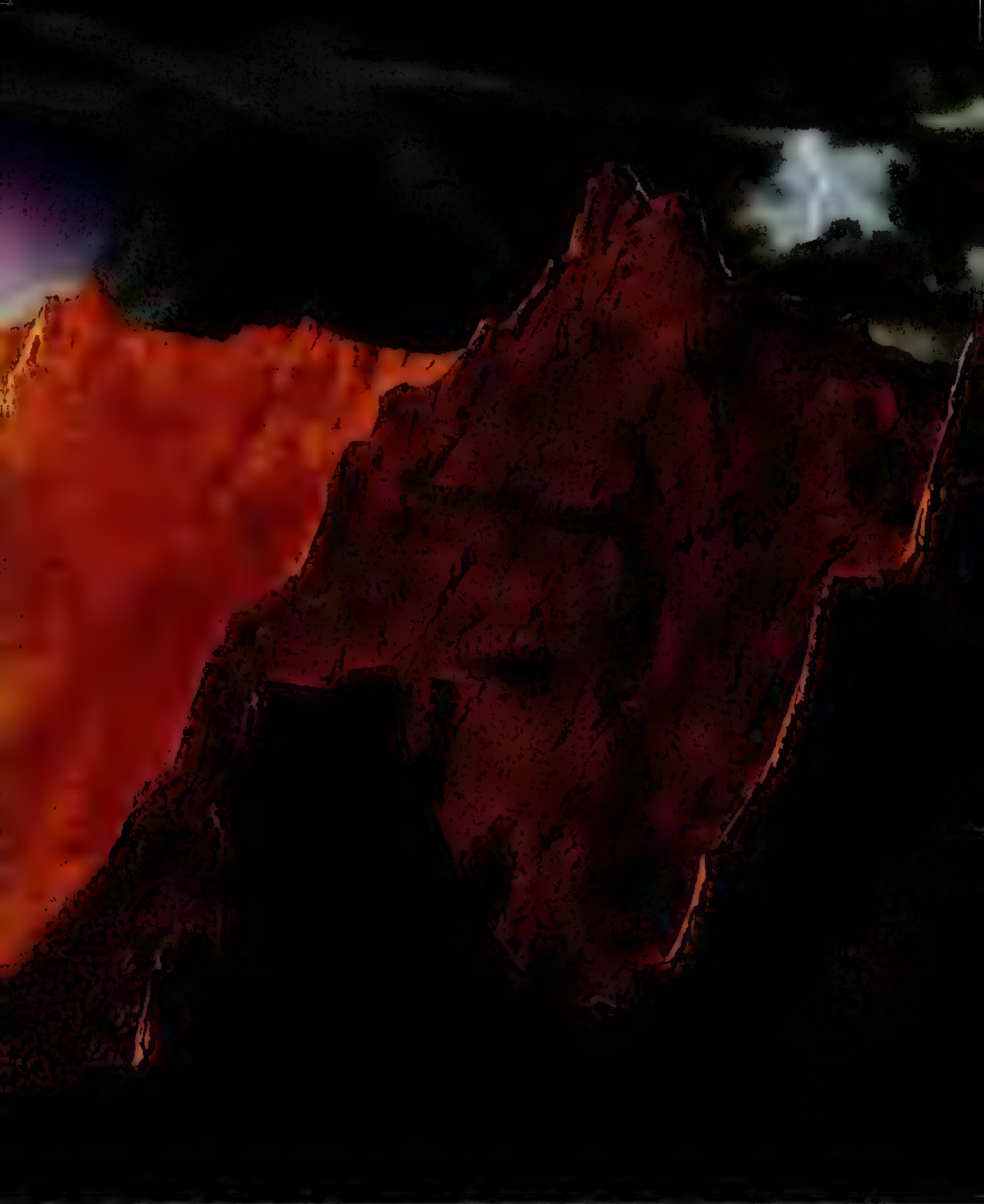
FOR the earth is still young. Though man has known less than a thousandth part of the time since living things first stirred in Paleozoic seas, though life itself is but the most recent chapter of geologic time—yet the earth is still young. Its existence will probably continue as long as the sun's, and the sun is a young star. The best

ON NEXT TWO PAGES: END OF THE EARTH
TEXT CONCLUDED ON FOLLOWING PAGE



THE END OF THE EARTH may come in apocalyptic fire and fury. Astronomers believe that as the sun enters upon old age it may undergo a series of wild explosions that will multiply its radiance a million times. If any life remains on

earth when this occurs—perhaps three to 10 billion years from now—it will not outlive its last day's dawn. A few hours after the sun has lared its pitiless interior fires, the atmosphere of the side of the earth facing the sun will be ablaze.



Then the expanding gases from the sun's exploded exterior will immerse the planet in fire. As the earth's dark side turns toward its raging parent star, the very mountains will melt and course into the valleys in cataracts of incandescent rock.

When the solar tempest has subsided, the earth will be a cinder dwarfed and featureless, without eminences or air, destined to circle a while longer around its dying sun until some greater catastrophe returns it finally to primordial dust.

CONTINUED ON NEXT PAGE



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THE EARTH IS BORN CONTINUED

testimony of astrophysics suggests that the solar fuel supply will last for many billions of years. Barring some rare catastrophe, like a stellar collision, the earth should continue to wheel in its orbit so long as the sun remains unchanged. Astronomers used to believe that in the end the sun would fade, like a dying ember, and that as its brilliance dimmed, terrestrial life would succumb to the chill of space, the oceans would freeze, the continents revert to barren rock. But they know more today about the processes that keep the stars alight. And they suspect that stars do not die peacefully. It appears that man, or whatever he may become, is destined to perish not of cold but by fire, and that the earth itself will return, as Heraclitus believed, to primordial flame.

Perhaps three to 10 billion years from now the hydrogen that lights our sun will begin to run low, and as it dwindles certain dynamic processes will come into play to make the sun grow brighter and hotter. Slowly but steadily, millennium by millennium, the temperature on earth will rise until life shrivels and the oceans boil away. Yet for countless ages more the scorched and lifeless planet will still turn on the grill of the dying sun. Its final immolation may come in one of several ways. In its death throes the sun may swell, at first slowly, then more and more rapidly, evolving finally into what astronomers call a "red giant," somewhat like Betelgeuse or Antares—diffuse, distended stars so huge that if one were substituted for the sun it would fill the entire orbit of the earth. So one by one the nearer planets—Mercury, Venus, Earth and perhaps even Mars and Jupiter—would be engulfed in the monstrous, swollen body of the expiring sun.

But it is also possible that the sun, in its final paroxysm, may explode. If it blows up all at once in a single catastrophic explosion—i.e., if it becomes a "supernova," like the Star of Bethlehem—the surface of the earth would be vaporized in a matter of minutes. But for technical reasons astronomers believe that the sun is more likely to become a "nova," disintegrating in a series of partial explosions, each temporarily increasing its luminosity 10,000 times. Although only about 30 supernovae have been observed since the dawn of astronomy, at least 30 novae appear in our local galaxy each year.

When the fatal day arrives the sun will hurl forth the outer layers of its incandescent atmosphere, disclosing the fearful white fires of its core. The first flare of light and heat will bathe the earth in deadly radiation just eight minutes after the initial explosion. Two days later the atmospheric gases blown from the sun's surface and tumbling outward in all directions at a speed of two million mph will envelop our doomed planet in veils of fire, melting the rocks and enkindling the very air. The end is best pictured in Revelation in another of the striking parallels between Biblical and modern scientific prophecy: "And the fourth angel poured out his vial upon the sun . . . And men were scorched with great heat . . . and the cities of the nations fell . . . And every island fled away, and the mountains were not found. . . ."

PART II OF THE SERIES: OCEANS OF THE EARTH

The next chapter of "The World We Live In" will appear in LIFE's issue of Feb. 9. Its subject will be the oceans of the earth. Ten pages of full-color paintings by James Lewicki, Richard Edes Harrison and Antonio Petrucci will portray the mountainous landscapes which lie hidden beneath the level surface of the sea and will detail the intricate pattern of the ocean's currents. More pages of pictures by LIFE photographers will describe the sweep of the tides, the sea-carved regions where land and water meet, and the roll of waves across the ocean's ever-changing face. These paintings and photographs, with their accompanying text, will offer a comprehensive description and explanation of the ocean masses which cover almost three fourths of our planet.

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and the shopping is easy



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SUICIDAL CYD

Miss Charisse offers her life
to a heathen idol in new movie

The plot of the new movie *Sambore* called for a gypsy girl to do a sinuous sensual suicide dance around an Aztec idol. M.C.M. was ready in both departments. Out of the plaster shop came the life-size version of the heathen god seated on a throne. Out of a dressing room came Cyd Charisse, in turn herself loose with a gypsy-goddess abandon.



CONTINUED ON PAGE 105



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See the New Schick “20” *now* at any department, jewelry, drug or other store where shavers are sold—or at a Schick Electric Shaver Shop (see your Classified Phone Book). And note that you can buy it—even as a gift—on the No-Risk 10-Day Trial Plan. Schick Incorporated, Stamford, Conn.

NO-RISK 10-DAY TRIAL PLAN!

The New Schick “20” in saddle-stitched Caddie Case is only \$24.50. The New Schick “Colonel,” with many features of the “20,” is only \$19.95. Ask for either on 10 days’ trial. If, in 10 days, you—or the man you give it to—aren’t delighted with its close, comfortable shaves—return it and *every penny will be refunded*.

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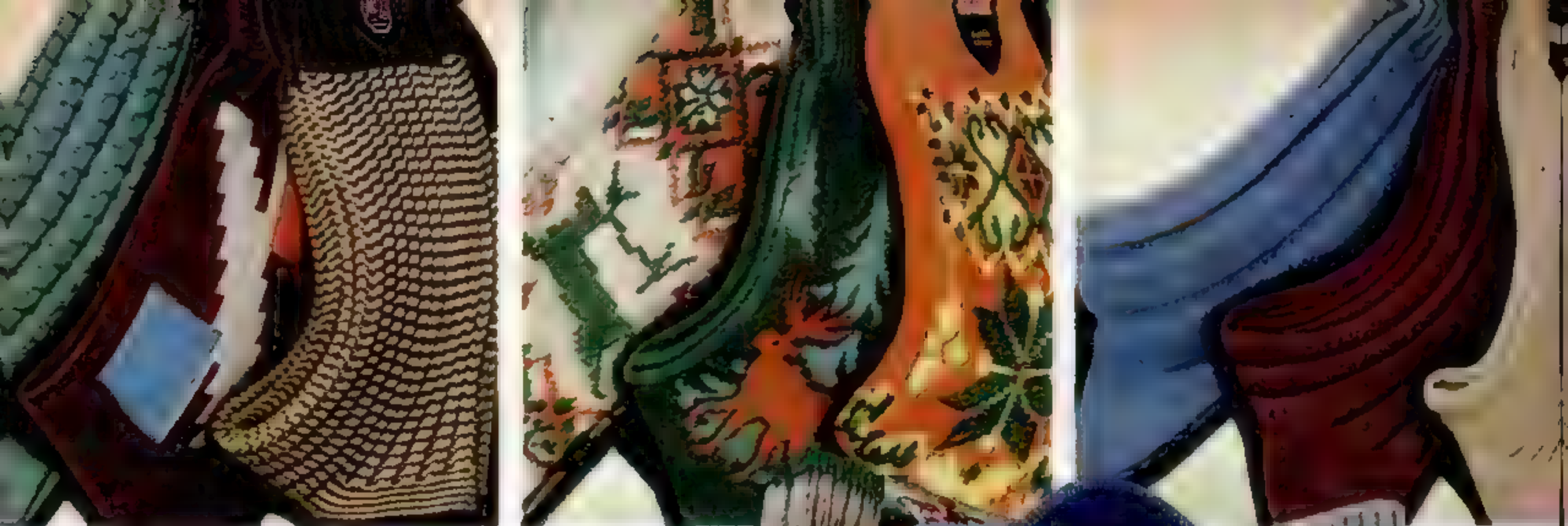
See these tiny, *Bevelled* Comb Edges? Everybody knows whiskers grow every-which-way—but only Schick has this simple, practical way to comb them into line for close, even shaves.



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CONTINUED ON NEXT PAGE



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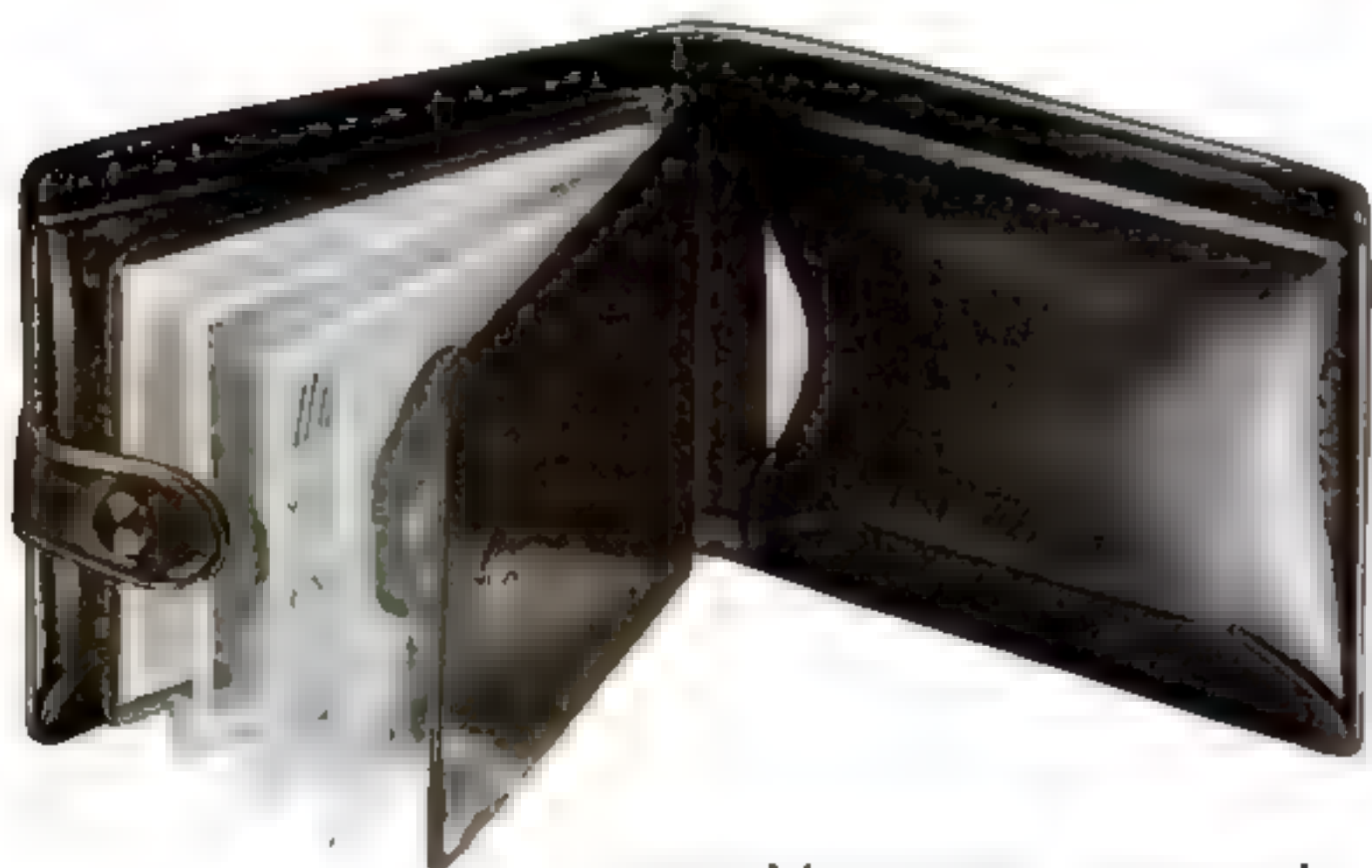
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Suicidal Cyd CONTINUED



ALL-BUT-DEAD girl lies in arms of the idol. She tries to stab herself with her brother's sword, but a providential rainstorm washes all her sins away.



ALL SOAKED, Cyd wipes raindrops out of her eyes. She had to be cussed over and over again for this scene. Man is Rick Jason, playing her husband.

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Contains the whites of 13 eggs

Gives you Angel Food as delicate and delectable as the finest home-recipe cake

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Now you can put another feather in your cap. Now you can bake the proudest kind of angel food any time the fancy strikes you. With the new Pillsbury Angel Food Cake Mix it's so everyday easy and sure you need never hesitate.

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Each is designed to win a lasting welcome. For each has the exclusive Parker contour that gives both beauty and balance. Each has an instant-starting, super-smooth Parker point that no style of writing will distort.

Every detail exhibits the rare skill Parker has developed through 64 years. For example, the New Parker "51" has the simplest filler ever devised. There

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For your most successful Christmas, choose a Parker from your dealer's seven new style and price groups. Dollar for dollar, Parker today represents a value seldom equalled by other gifts. The Parker Pen Company, Janesville, Wisconsin; Toronto, Canada.

New Parker "51" is decades ahead in design. With only one moving part, there is actually no known limit to the life of this pen. Both "51" and "21" Pens "write dry" with Superchrome ink. No blotter needed. They can use any fountain pen ink.

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\$19⁷⁵
up

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New Parker Desk Fountain Pen Sets for home and office use—Truly unusual gifts... "51" and "21" desk pens with attractive bases of onyx, crystal, or marble. Exclusive holder design keeps point moist for instant starting yet prevents leaking. Complete set, for desk or table, \$7.50 and up.



All Parker Pens are available with matching pencils in smartly boxed gift sets... choice of colors and points.



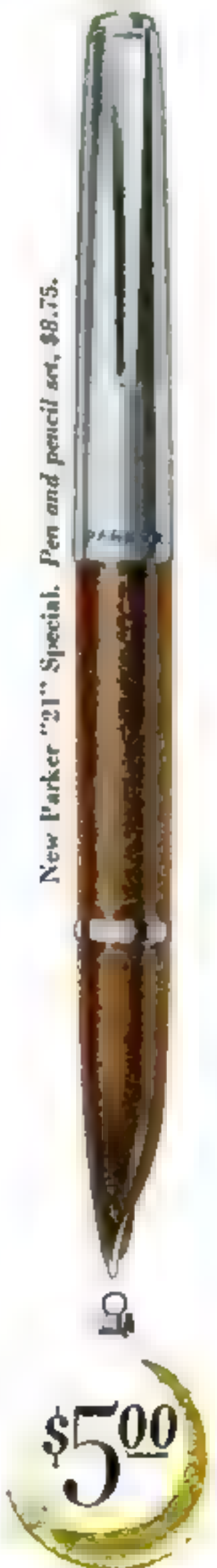
New Parker "51" Special. Pen and pencil set, \$18.25.



New Parker "21" Custom. Pen and pencil set, \$17.50.



New Parker "21" Deluxe. Pen and pencil set, \$12.50.



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If he's a white-shirt man, he'll want Arrow whites, the world's smartest shirts with the best-fitting collars. Fresh new Arrows in patterns and solid colors, too. All are tapered (MITOGA®) for neat, trim custom-fit. Their "SANFORIZED"® fabrics will not shrink more than 1%. Arrow chip-proof buttons are anchored on to stay!

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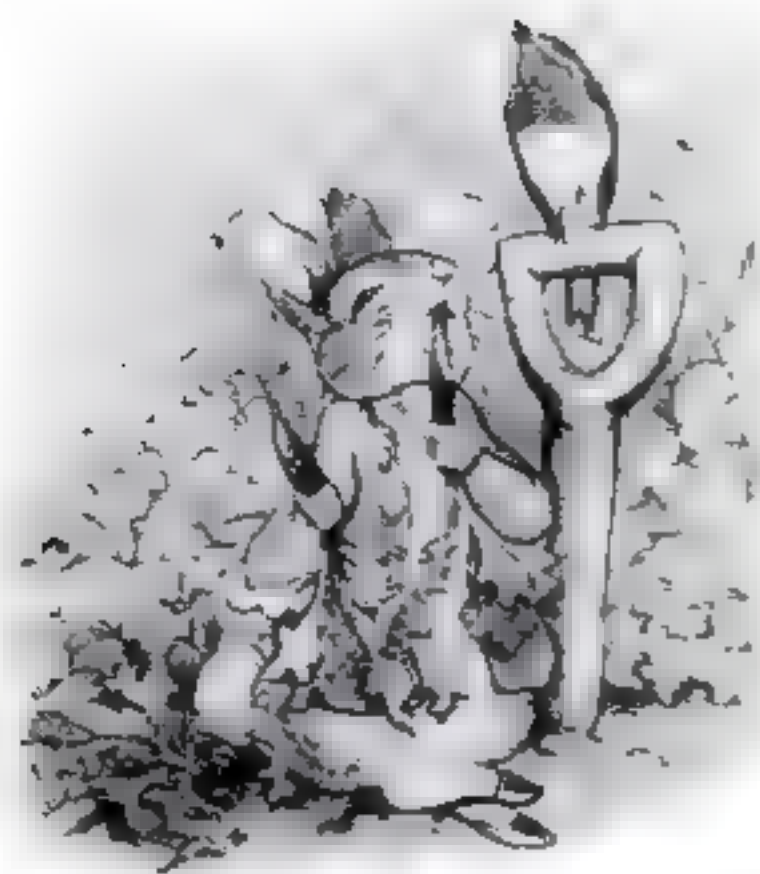
Arrow Classic, \$3.95. All-silk tie, \$2.50.



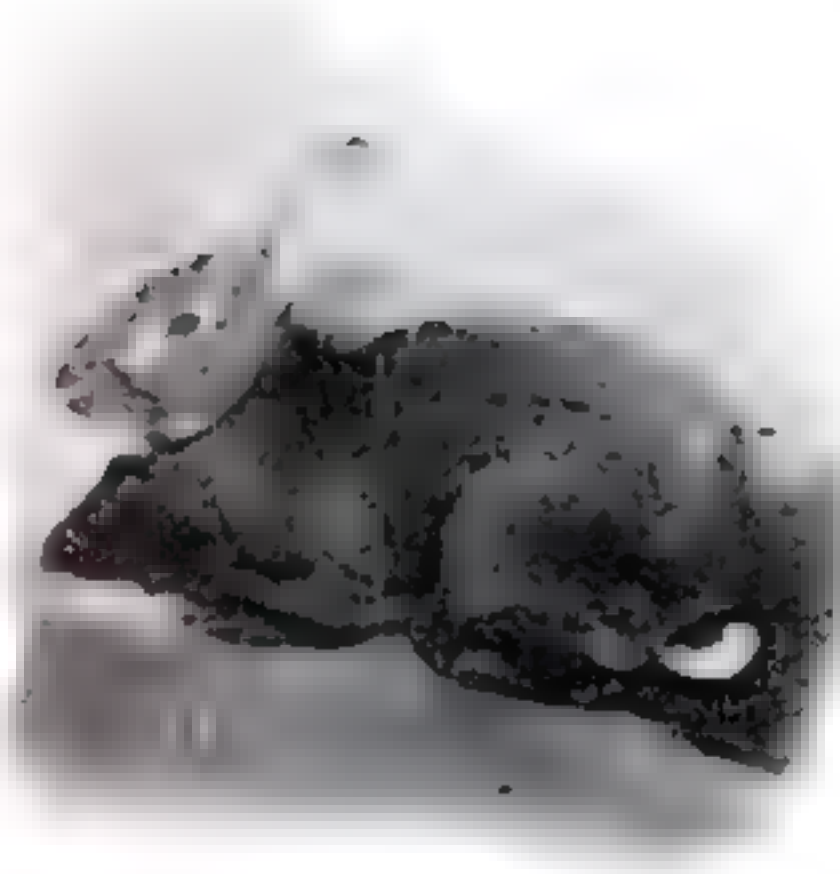
Buccaneer Plaid (60% wool, 40% rayon), \$8.95.



Arrow Gabanaro. Rich, rugged washable rayon gabardine; your exact collar size and sleeve length, \$6.50. Gabanaro tie, \$1.50.



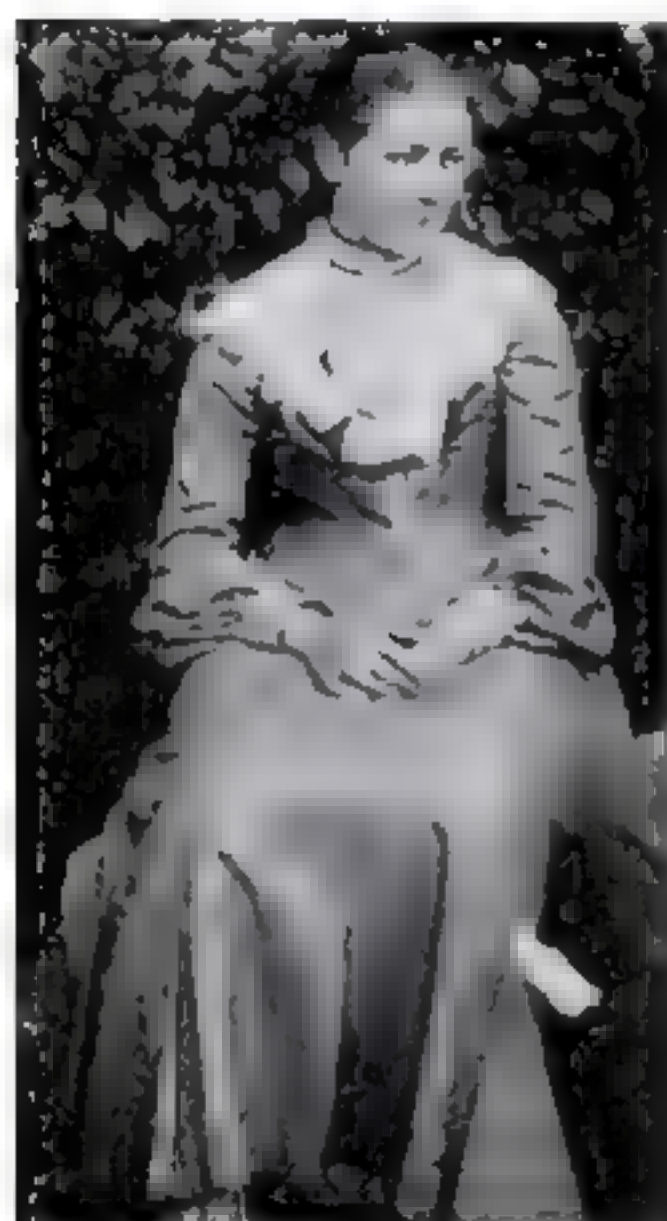
PETER APPEARED LIKE THIS IN FIRST BOOK



BENJAMIN WAS PHOTOGRAPHED BY AUTHOR

Peter Rabbit's Birthday

BEATRIX POTTER'S FAMOUS COTTONTAIL IS 50 AND MISCHIEVOUS AS EVER



BEATRIX was 38 when photo was taken, two years after book appeared.

Although few rabbits live more than eight years, this is Peter Rabbit's 50th birthday, and he is as lively as ever. In 1902 Peter first appeared in public print in a tiny book written and illustrated by Beatrix Potter. As a child Beatrix had not been permitted to go to school by her wealthy, austere Victorian father. She studied under tutors and played by herself with dolls. But in the summer the family usually went to England's Lake District and there Beatrix, a shy but imaginative girl, first discovered her half-real, half-poetic world of rabbits and chipmunks, ponds and marshes.

Beatrix acquired a live pet rabbit, called *Benjamin Bunny* (above). After Benjamin died she got another—and named him Peter. Then, when Noel Moore, 5-year-old son of her German teacher, became ill, she wrote him a story about "Peter Rabbit" and drew pictures to go with it (below). Noel loved it, and his delight encouraged Beatrix to expand the story into a book. *The Tale of Peter Rabbit* was rejected by six publishers before it was finally printed in 1902 by Warne & Co.

A lonely spinster of 36, Beatrix fell in love with her publisher, Norman Warne. But before they could be married—against her father's wishes—Warne died. During the next 10 years, sad and dejected, Beatrix continued to write children's books. In 1913, at 47, she married William Heelis, and her literary creativeness came to an end. But the fame of Peter Rabbit continued to spread. In the U.S. *The Tale of Peter* outsold all her other books by four to one. By the time of her death in 1943 the book had been translated into five languages, had sold several million copies and Peter Rabbit had become the most loved animal in all the world.



NOEL MOORE got original Peter Rabbit letter. He is now a clergyman.



FAMOUS LETTER to Noel Moore, retrieved by Beatrix, was expanded into book. In book Mrs. Rabbit warns children

to stay away from Farmer McGregor's garden: "Your Father had an accident there; he was put in a pie by Mrs. McGregor."



Under \$2⁰⁰

GLAMOROUS

NEW

GIFT GOWNS OF

Spun-lo

Here's proof that beautiful Christmas gifts don't have to cost a fortune. Every one of these gowns is priced below \$2. They're made of Spun-lo, the wonder-wearing fabric that's as practical as it is pretty. Spun-lo feels nice next to the skin—never cold and clammy. (That's because Spun-lo "breathes.") And these gowns wash and dry at top speed. Not even their lovely trimming needs ironing! See all the glamorous new gift gowns of Spun-lo at your favorite store. Many styles and colors to choose from.

*Extra sizes slightly higher.
Slightly higher west of Rockies



INDUSTRIAL RAYON CORPORATION Cleveland, Ohio
Producers of continuous process rayon yarns and ©Tyron cord for tires

PETER RABBIT CONTINUED

PUDDLE DUCKS in Beatrix' *Tale of Tom Kitten* wander down sloping lane (right), which the author copied in drawing from an actual scene at Castle Farm (below), one of the properties in the English Lake District which she bought with royalties from *Peter Rabbit* and other books.

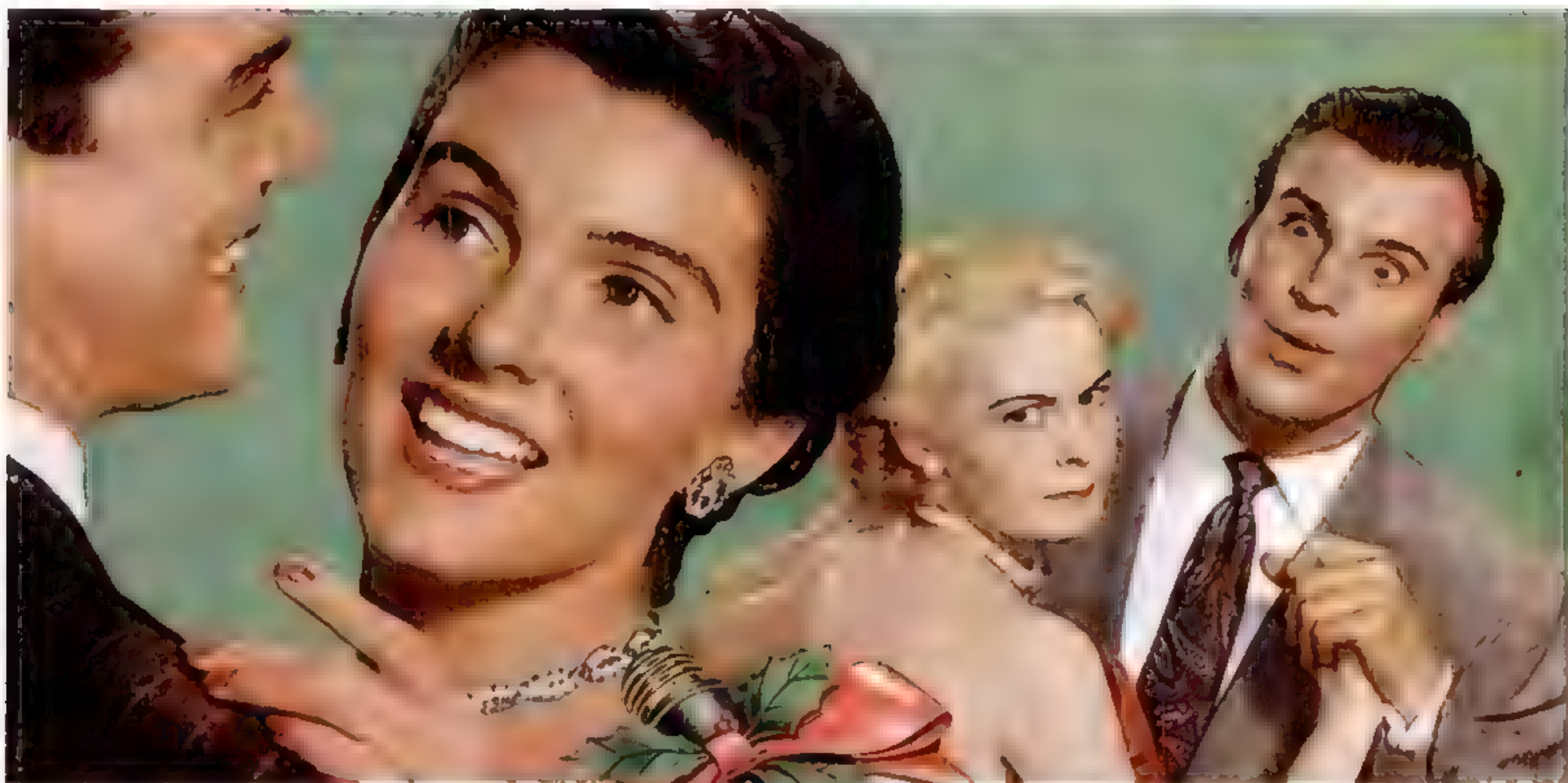


TOM KITTEN (left), in story *Roly Poly Pudding*, looks up at chimney as a possible place to hide. Beatrix based drawing on an actual kitchen range in her Hill Top farm home. The original range at Hill Top, now a museum, was removed, but a similar one was put back in the home.



CONTINUED ON PAGE 117

Give a June tan for Christmas




ALL PURPOSE GIFT
for easing aches to drying hair and paint. The Westinghouse HEAT LAMP costs only **\$1.10** for Regular, **\$2.95** for Red Bowl.

WESTINGHOUSE SUN LAMP
ONLY \$8.50
ACCEPTED BY AMERICAN MEDICAL ASSOCIATION as a safe and effective lamp for general use by the public.



VACATION GLAMOUR for every woman (and man) on your list. For every compliment, they'll thank you for your Westinghouse Sun Lamp gift.

This Christmas, give her the suntan she had in June. Give her the look of "just back from Bermuda"—the healthy look of a summer tan.

For like the sun, this ultra violet Westinghouse Sun Lamp is a source of Vitamin D. It beats the sun, because you can turn the lamp on at will.

It needs only a socket in any lamp that's handy and can be aimed. In a pin-up bracket over the bathroom mirror, you'll tan while shaving. A few minutes of the lamp each day on your children will keep their cheeks from looking pale this winter.

Give a Westinghouse Sun Lamp, and you'll give benefits worth more than its cost of only \$8.50.

Tune In TV's Top Dramatic Show...
WESTINGHOUSE STUDIO ONE...
Every week on CBS-TV

YOU CAN BE SURE...IF IT'S



EXTRA!
This sun lamp holder now costs you only **35¢**

EASY TO USE...CLIPS ON
Order Now! Mail box-top from Westinghouse Sun Lamp carton and 35¢ to Westinghouse Lamp Division, Box 431, Bloomfield, N. J. This offer expires Feb. 20, 1953.





Makes the gift that makes a party!

OLD TAYLOR is a rare luxury that not everyone can afford. That's why it's doubly appreciated as a holiday gift—or in a holiday toast.

OLD TAYLOR is available in the standard bottle and also in the handsome gift decanter where regulations permit.

The Old Taylor Distillery Company
Frankfort, Kentucky

*"The Noblest Bourbon
of Them All"*



SIGN OF A GOOD WHISKEY

BOTTLED IN BOND • 100 PROOF

Old Taylor & Sons

KENTUCKY STRAIGHT BOURBON WHISKEY



FAMILY included Beatrix (at 43) with father, who looks every inch the stern, Victorian parent, and brother Bertram, who fled from home to marry a farmer's daughter.



HUSBAND, William Heelis, met Beatrix while his law firm was arranging her purchase of Castle Farm. Photograph was taken shortly after he had won a bowls tournament.



AS COUNTRY WIFE Beatrix spent most of her time directing farming and sheep raising. Here she holds prize ticket for sheep exhibited at Keswick Fair.

CONTINUED ON NEXT PAGE



give her
a
FABULOUS
armful

Marvella®
SIMULATED PEARLS

Fabulous...because the real pearl look has been captured at last. Only Marvella's Fabulous has the subdued lustre... with rich color and life glowing from deep within the pearl. Your choice of bracelets with 1/20th, 12 carat gold-filled links and motifs...\$5.

matching necklaces, \$10

all prices plus Fed. Tax at all fine stores

385 Fifth Avenue, New York



THIS LAND SHE ALSO LEFT AS A LEGACY

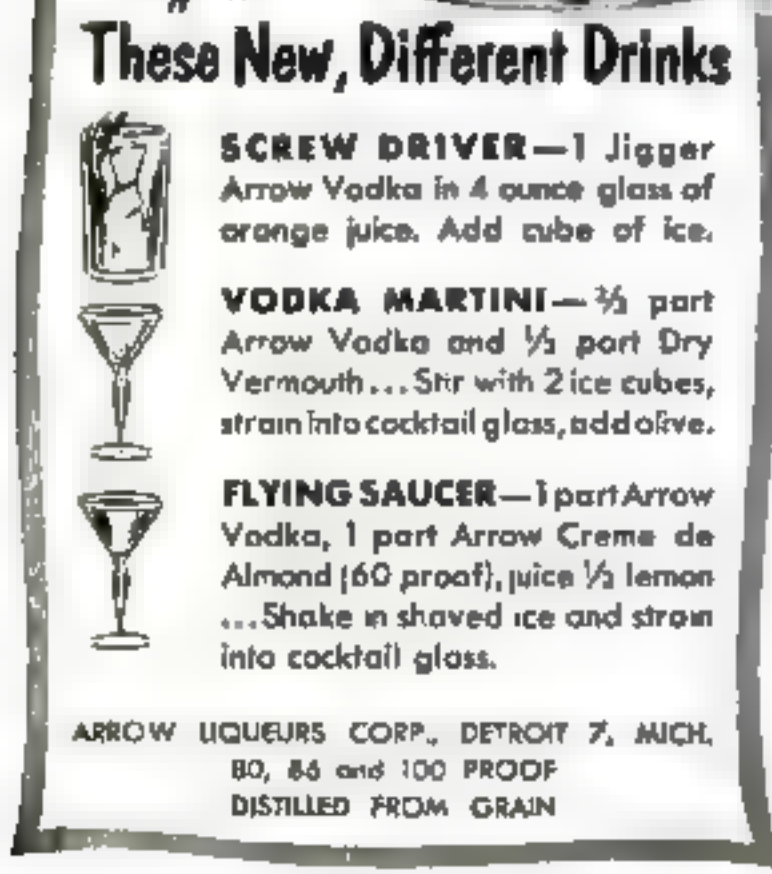
In the moody but gentle hill-and-lake country Beatrix Potter found literary inspiration and a beauty in life that was lacking in the severity of her London home. When she retired to the hills and lakes with her husband she deliberately buried her past, including her literary creations, because she preferred to live with nature in reality rather than in her imagination. This last period in her life was her happiest, and even though she was without children she found joy in performing her housewifely and rustic duties.

She invented a trap to catch maggot flies and she became an authority on sheep breeding, wandering over her farms wearing heavy clogs on her feet and a shapeless tweed suit woven of wool from her own sheep. When she died in 1943, at 77, her ashes were brought to her beloved Hill Top Farm and scattered over a grassy knoll. Having left Peter Rabbit as a legacy to the world, she also gave to the English people in her will all the hills and ponds and meadows where her rabbit and his friends had lived in legend.



PETER RABBIT LAND where Peter and friends lived is now part of England's National Trust to which Beatrix

willed it so that it would be kept in natural state. Here it is seen from a high spot looking toward one of Beatrix' farms.



H-M-M- LET'S SEE... KING SIZE FOR AUNT JANE...
REGULAR FOR DAD... FIRM FOR THE TWINS...
SOFT FOR BROTHER...

Say! EVERYBODY wants
a Playtex Pillow!



THE MOST PERSONAL GIFT IN THE WHOLE WORLD... THE PRECIOUS GIFT OF SLEEP... THE GIFT THEY'LL LOVE YOU FOR!

Here's the perfect, personal gift for everyone!
A **PLAYTEX** "Customized" **PILLOW**!



If you don't know individual pillow preferences, let your favorite store supply you with gift certificates in miniature Playtex gift-package envelopes. It's an invitation to those you love to use the scientific Playtex "Rest-Tester" to choose the Playtex Pillow that's just right... right in the store!

The Playtex Rest-Tester*
at your favorite store
tells you exactly
which Playtex Pillow
is just right for you!



*Patent applied for.

They'll love you for giving Playtex—world's sleepingest pillow. For it's a sign of your love—a "customized" Playtex Pillow for every member of the family! Three heights—"Regular," "Extra-Plump," "King-Size"—each in soft, medium or firm. Each of the purest whipped foam latex, allergy-and-dust-free. Each with the Gold Seal Guarantee of quality. Beautifully Christmas gift-packaged. At department stores, better furniture stores and sleep shops everywhere, for as little as \$7.95. With zippered covers from \$8.95. Prices are slightly higher in Canada.

As Magic as Mistletoe



- A. Toilet Water, Liquid Petals, Stick Cologne Concentrate 3.90
- B. Liquid Petals, Stick Cologne Concentrate 2.25
- C. Toilet Water with Atomizer 1.75



- J. Toilet Water, Dusting Powder 2.35
- K. Guest Sizes Toilet Water, Soap and Talcum 1.25
- L. Sachet Pillows 1.25
- M. Christmas Angel—dram of Old Spice Perfume 1.25



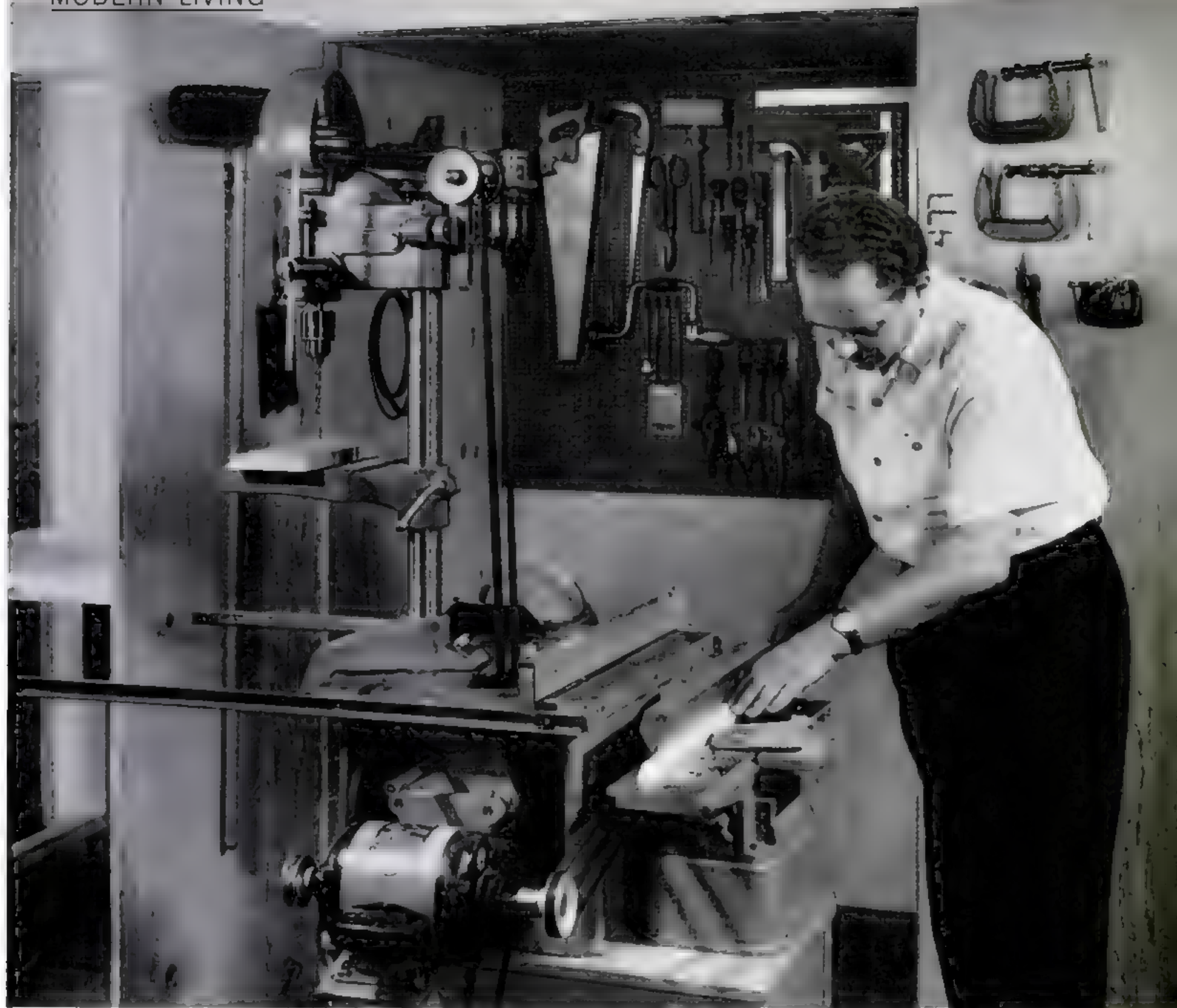
- D. Talcum, Mug, Lotion 3.25
- E. After Shave Lotion, Talcum 2.00
- F. After Shave Lotion 1.00 and 1.75
- G. Shaving Mug 1.25
- H. Travel Set—Lotion, Talcum, Shaving Cream 1.50



- P. Dusting Powder 1.50
- R. Toilet Water 1.50
- S. Purse Perfume in Gift Box 1.50
- T. Stick Cologne Concentrate, Purse Perfume with green velvet perfume 2.50

Gifts from

Shulton
New York Toronto



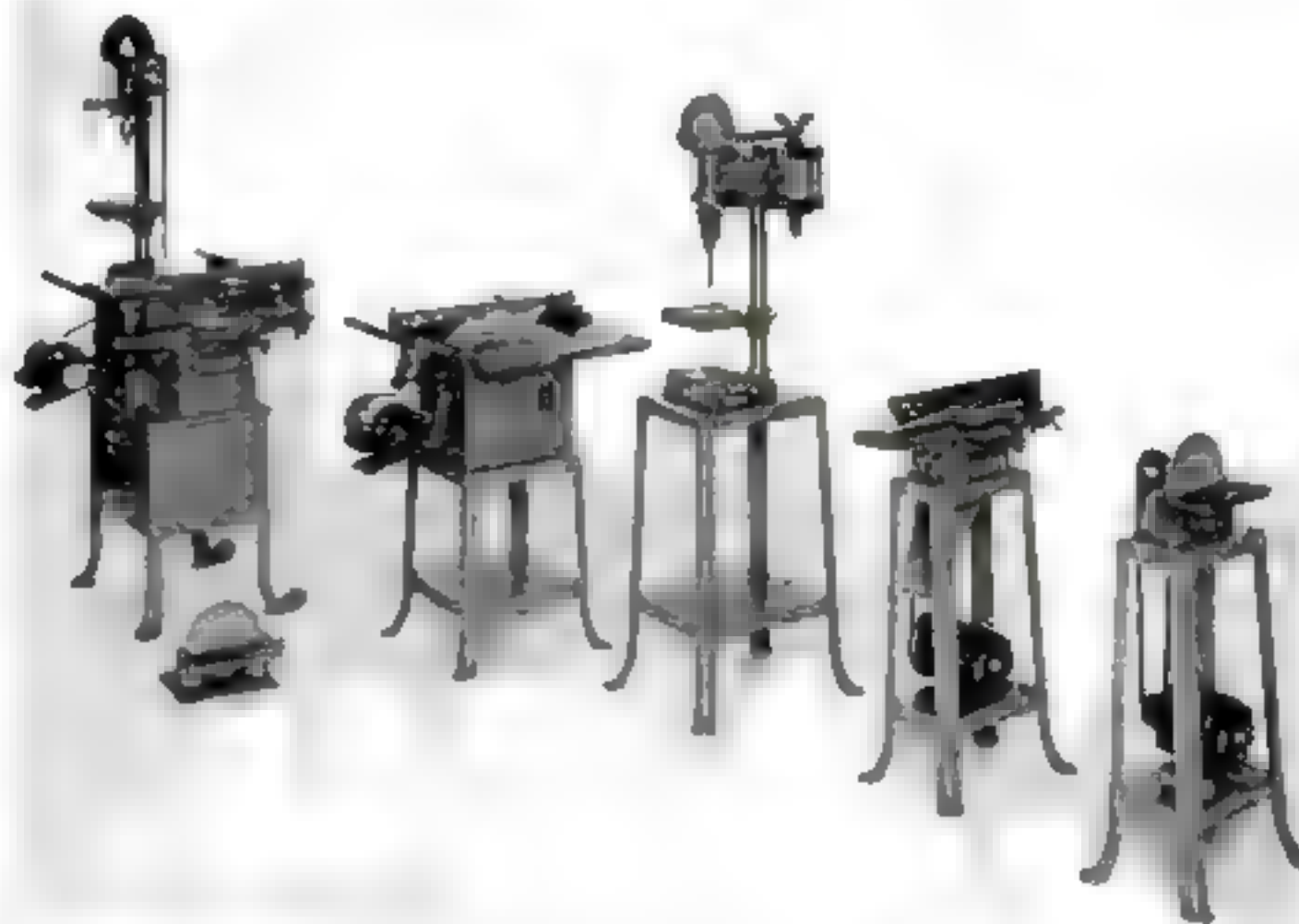
THE FIRST USE EDGAR TAFEL, AN ARCHITECT, MADE OF HIS DELTASHOP WAS TO CONSTRUCT SMALL CABINET FOR IT. HERE HE MAKES DOOR PULLS ON JOINTER

ELECTRIC WORKMAN

Fastest growing hobby inspires new power tool

During the past few years the high cost of labor and the difficulty of finding an idle handyman have driven even the most unhandy husbands to attempt their own home repairs. As a consequence woodworking has become the third most popular hobby in the U.S. To make craftsmanship easier, Delta, pioneer manufacturer of tools for home use, whose sales have doubled in five years, has designed a compact multipurpose unit, the Deltashop. It combines a circular saw, drill press, jointer and sander on one base (no lathe as the average home woodworker does not need one).

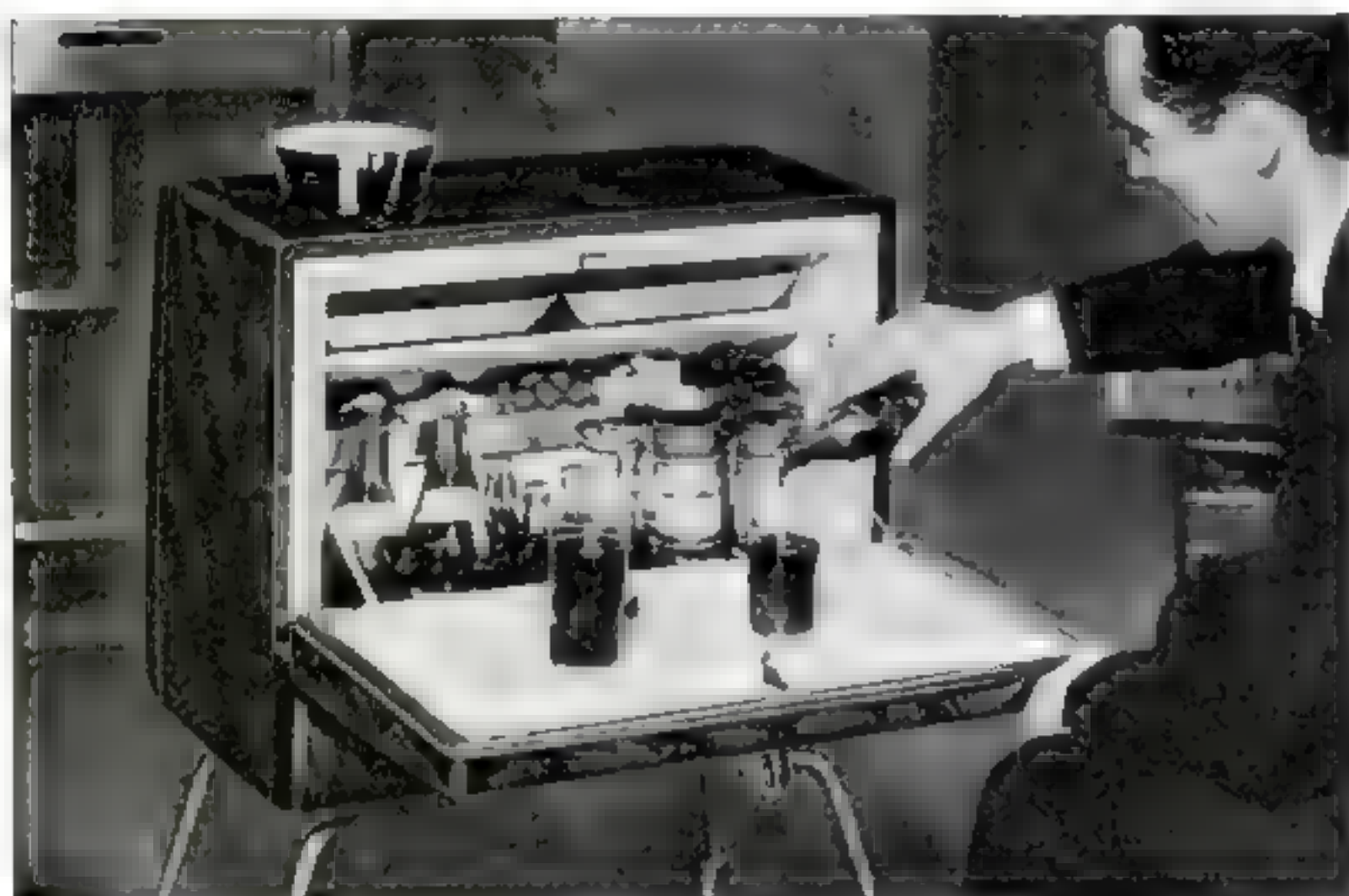
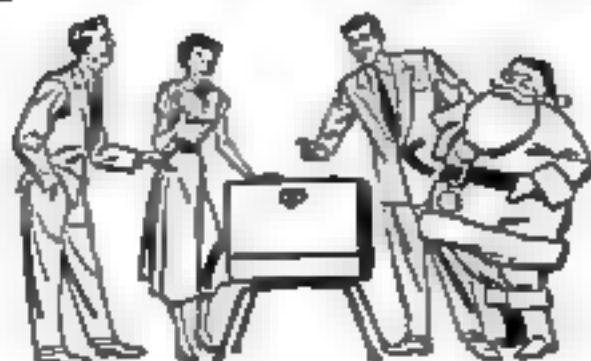
The unit is no toy. It can be used to saw and plane a simple board for a shelf or to help build a new wing for a house. It performs more than 100 woodworking operations in a foolproof way; the basic tools which it includes are so safe that they are used in teaching woodworking to the blind. The most maneuverable and easiest to convert of the multipurpose power tools available, this unit costs \$258.80, fully equipped for basic home work. Attachments for special jobs such as drilling square holes are extra.



EXTRA STANDS are available if homeowner's workshop expands and he wants to separate four basic tools, bolt them permanently to individual bases. Left, is the complete Deltashop on its stand. Next in line are the circular saw, drill press, jointer and the sander. Four stands and three additional motors cost about \$100.

EXCITING NEW GIFT IDEA!

IT CHILLS FOOD AND DRINKS!
IT FREEZES ICE CUBES!
IT'S A TV SNACK SPOT!
IT'S A PORTABLE BAR!



Holds a party-full! Chills all your sodas, mixers, beer, snacks!

SERVEL Electric Wonderbar

PORTABLE. SILENT REFRIGERETTE STYLED AS SMART FURNITURE



SILENT AS A MOONBEAM!

It saves so many tiring steps to sickroom, nursery!



It's the clever new way to serve your guests! Reach out from your easy chair—open the sleek, smart cabinet—and help yourself to ice, drinks, snacks! Perfect gift for a smart host or hostess! Give it to a doctor—to store serums! An invalid—to put by the bedside! A boat-owner—it works on low-voltage DC current too! In fact, give it to anyone who loves comfort, entertaining, fun!

5-year warranty on silent freezing system. Just plug in—AC or DC, 32 to 230 volts. Mahogany, blond, white. Legs or casters optional. *Wherever fine appliances are sold!*

IDEAL FOR OFFICE, DEN!
A wonderful, easy way to entertain customers!

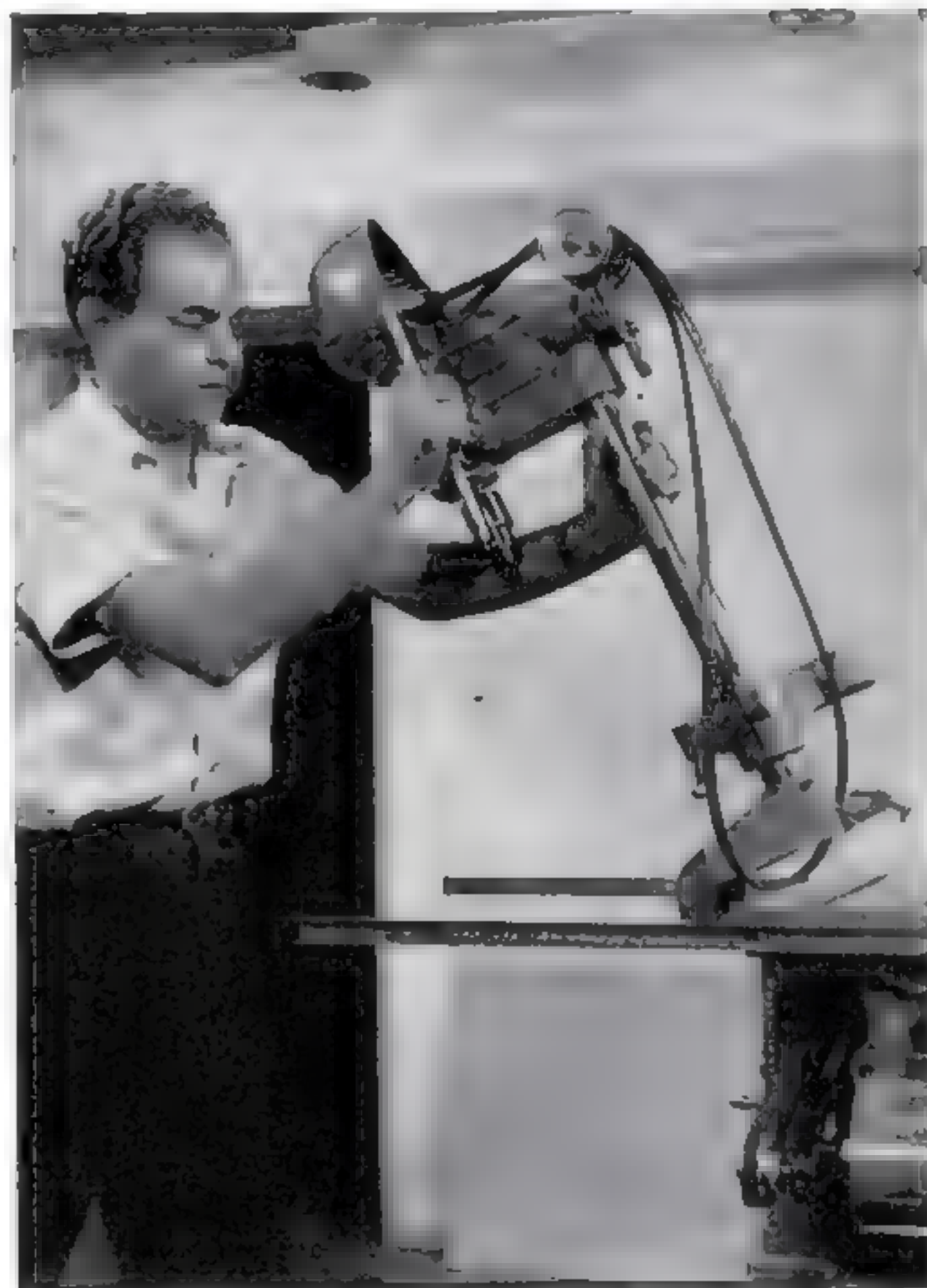
Servel

The name to watch for great advances in
REFRIGERATION and AIR CONDITIONING
GAS • ELECTRIC



Servel Inc., Evansville 20, Indiana • In Canada, Servel (Canada) Ltd., 548 King Street West, Toronto, Ontario

Electric Workman CONTINUED



DRILL PRESS is lifted from side of machine into working position by Architect Tafel, who has first removed the saw blade and attached the pulley.



SHIELDED SAW BLADE rips 4 x 8 foot $\frac{3}{4}$ -inch plywood sheet in half. Rip fence (left) insures making a straight cut. Drill press hangs down out of way.

CONTINUED ON PAGE 124



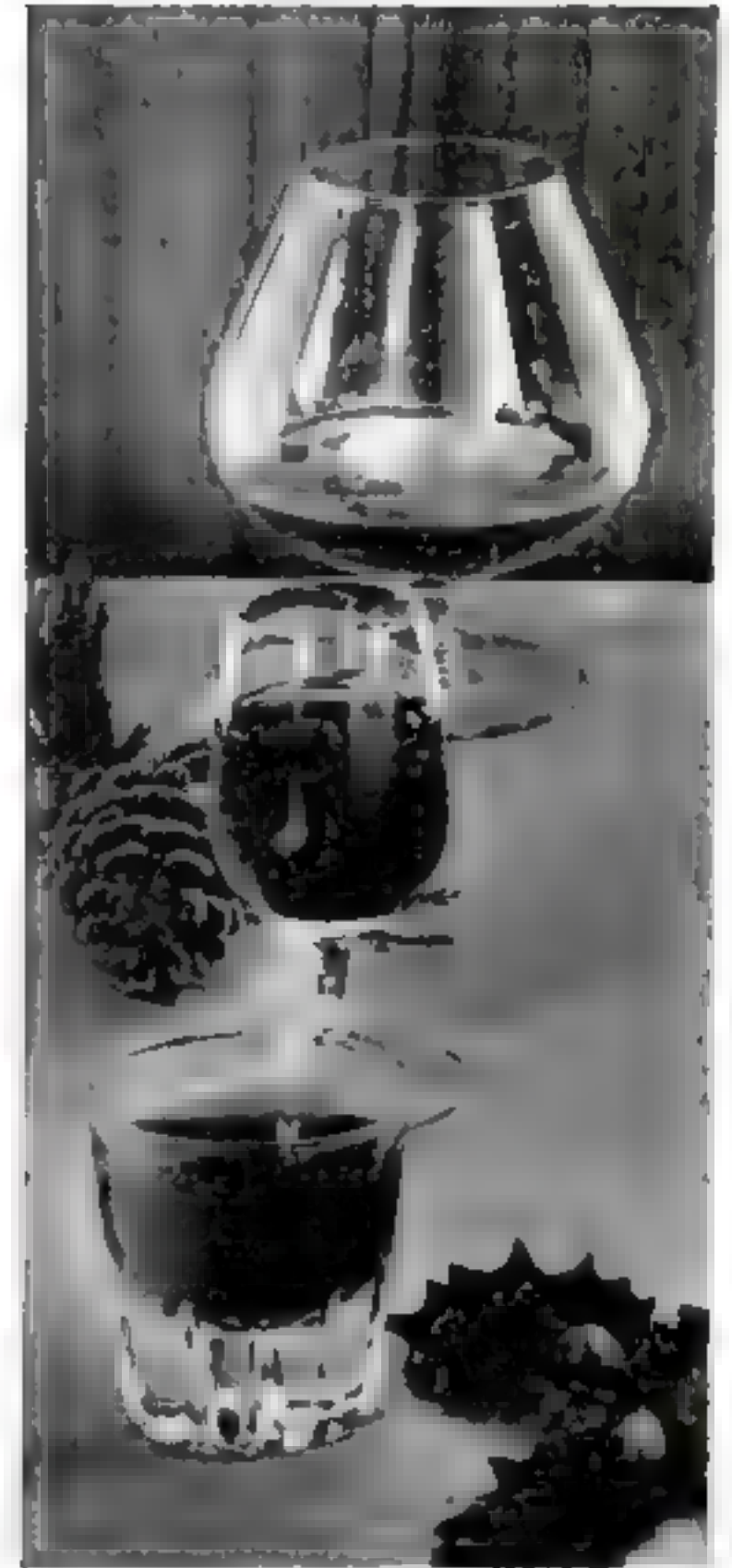
MEN MADE AN ART OF ENJOYING LIFE in those grand days of the old South. They served only the finest in food and drink and it was the custom then, as today, to serve Southern Comfort whenever good friends gathered for some special occasion.

CHRISTMAS COMFORT, SOUTHERN STYLE

millions enjoy the holidays with deliciously-different Southern Comfort

Every one of us wishes, at one time or other, that we had lived "back in the good old days." Take the grand days of the old South, for instance, when men not only knew how to live leisurely and enjoy life—but also could afford it! Contrast that with the busy whirl we are in today and it's natural to yearn for some of the pleasures they enjoyed. Our hats are off to Francis E. Fowler, Jr., who has been able to recapture an important bit of those gay days for us. For he is the man who re-discovered Southern Comfort. Popularity of this delicious drink, which originated in New Orleans, swept the South during the golden days of the ante-bellum era, then virtually passed away after the Civil War. After Repeal, Fowler located the original formula—a

secret closely guarded by a member of an old Southern family—and began to produce the drink. Sales today of this 100-proof (same as bonded whiskey) liquor are far greater than at any time in recent years. The company ran an ad in this magazine recently describing the "Confederate Highball" and "Rebel on-the-rocks" two deliciously different drinks that can be made only with Southern Comfort. Judging from the public's response so far, in both the U.S. and Canada, these two drinks promise to become national favorites before long. All of which causes the comment: "Well, suh, if you all want to entertain guests in the grand manner of the old South, serve them Southern Comfort." It's ideal as a Christmas gift, too. Everybody likes it!



SOUTHERN COMFORT'S SECRET FORMULA is the key to its taste. People first trying it say: the first sip recalls the boldness of fine brandy . . . then, as it goes down, there's a mellow taste reminding of a rare liqueur . . . and throughout all this, an awareness of its deep, rich body, so closely resembling that of fine whiskey.



MAKE A CONFEDERATE HIGHBALL just as you would an ordinary highball. Simply mix a jigger of Southern Comfort with plain water, sparkling water or any sweet soda. (sweet soda: add fresh lime or lemon juice.)



AN IDEAL GIFT FOR THAT SPECIAL FRIEND who appreciates the finer things, is a pint or fifth of Southern Comfort in its beautiful holiday gift carton.



SOUTHERN COMFORT FOR SUPERB EGG NOG Its delicious taste and its liqueur quality gives you an outstanding egg nog. Simple recipe with every bottle.



"REBEL ON-THE-ROCKS" IS A REAL TREAT The famed "Rebel" is simply Southern Comfort over ice cubes. It's one liquor you can drink straight and enjoy.

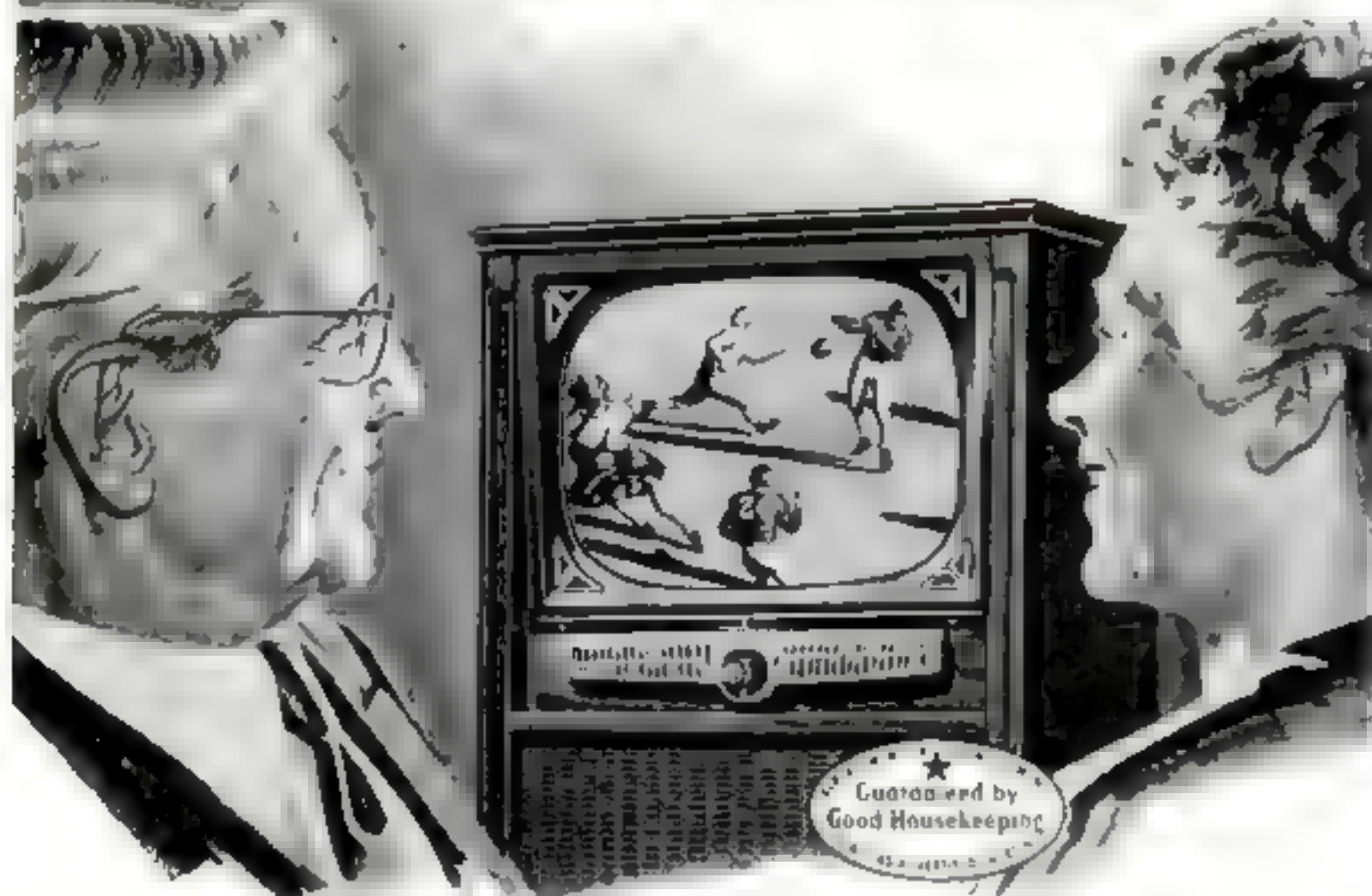
SOUTHERN COMFORT®

100 PROOF LIQUEUR QUALITY

The Grand Old Drink of the South

GET OUR FAMOUS "PARTY BOOK"—24 pages of Old South food and drink ideas. Send 10c with your name and address to: SOUTHERN COMFORT CORP., ST. LOUIS 3, MO. 100 PROOF LIQUEUR.

Live more than 50 miles from a TV station?



Another reason why your best buy
is **RAYTHEON TV!**

NEW TUNER REMOVES TV "SNOW"

In hard-to-reach TV areas, the "tuner" circuit of your set holds the key to good pictures. That's why Raytheon's whisper-sensitive VU-matic® tuner was engineered to boost even weakest signals about 2½ million times. Why it extends good-picture range far beyond the limit of sets with conventional tuners. Just one more reason why Raytheon is unbeatable at any distance!

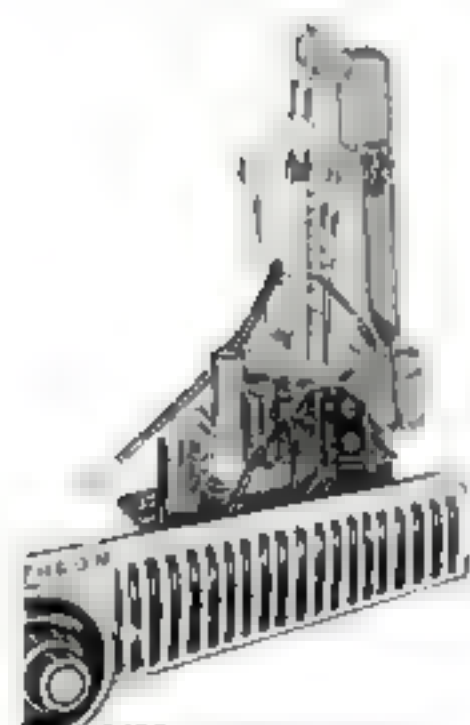
GUARANTEED ALL-CHANNEL VHF-UHF TUNING

Exclusive Raytheon VU-matic tuner brings in all 12 VHF channels and all 70 UHF channels within range. No costly strips or bulky converters necessary.

Dollar for dollar, here's the TV buy. Talk it over with a Raytheon dealer.

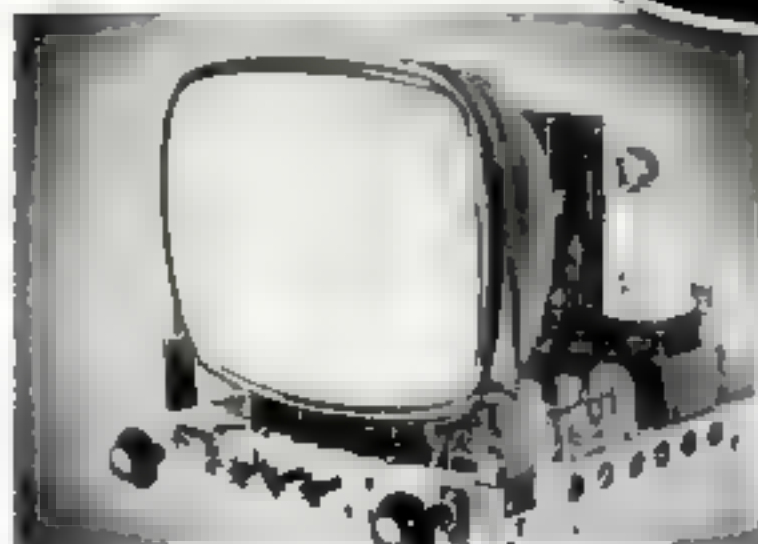
The 21" Madrid (shown above)—Equipped with VU-matic tuner, AM radio, provision for phonograph and earphones. Styled in mahogany veneers.

Raytheon TV from \$199.95 to \$750, including federal tax and one-year warranty. Prices and specifications subject to change without notice.

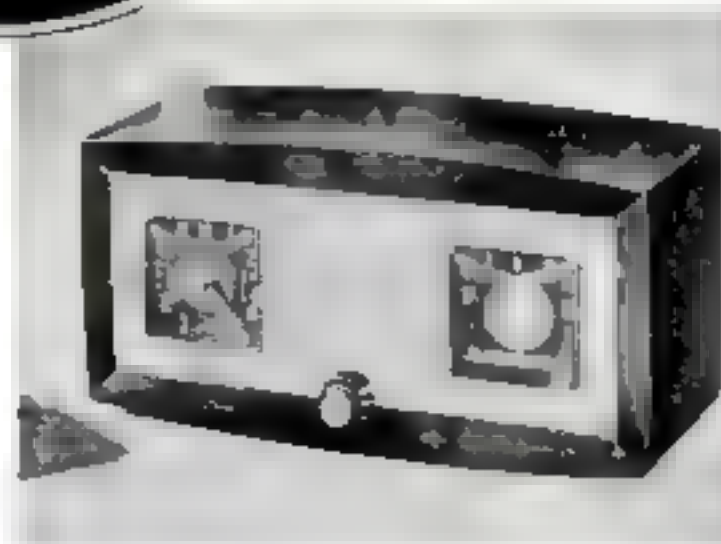


VU-matic tuner—
key to better pictures.

Built FOR TODAY... **RAYTHEON** *Designed* FOR TOMORROW



RIGHT FOR SIGHT—Raytheon picture tubes pass rigid quality tests—including 100% inspection of every part. Another reason why leading TV set makers and dealers prefer Raytheon tubes that are always "Right—for Sound and Sight."



WAKES YOU WITH MUSIC!—Here's the Raytheon Clock Radio, smartly styled in mahogany, white, or Chinese red. Combines AM radio, accurate alarm clock, plug for electrical connections and delayed action switch. AC. \$37.95

RAYTHEON TELEVISION AND RADIO CORPORATION
5921 WEST DICKENS AVENUE, CHICAGO 39, ILLINOIS

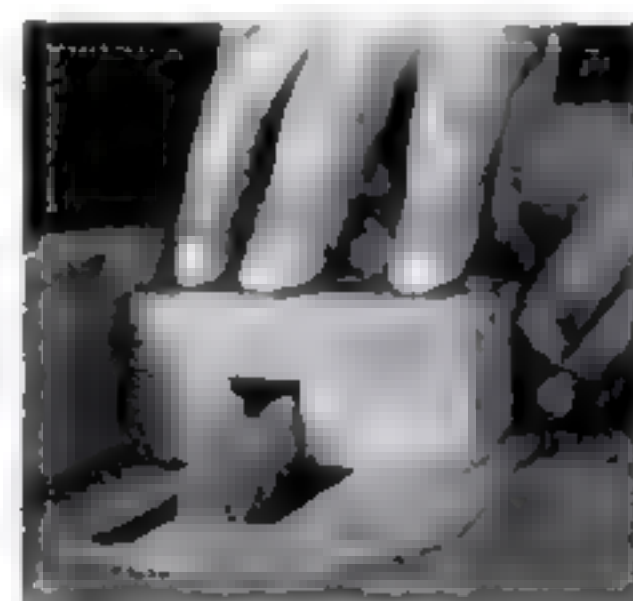
Electric Workman CONTINUED



COMPOUND MITER is cut by tilting saw blade and angling board sideways. With some machines table is tilted, but tilting blade is easier, safer method.



MOLDING CUTTER, one \$22.55 attachment, does decorative work.



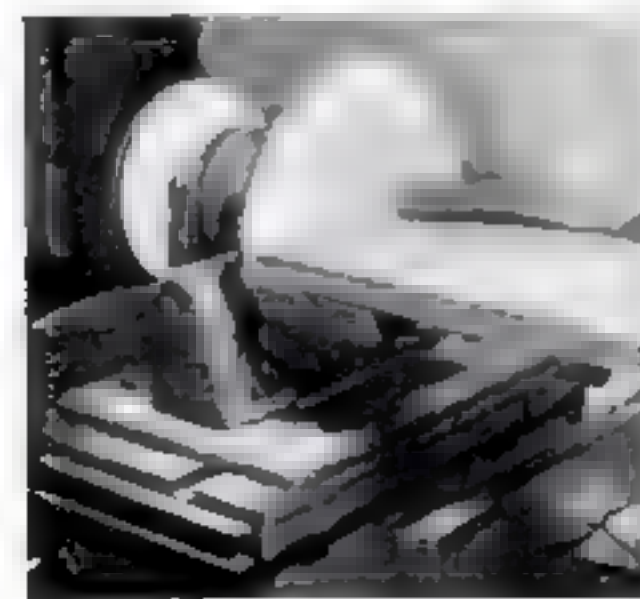
DADO HEAD costs \$24.30, cuts grooves of varying widths, depths.



JOINTER makes beveled edges while safety device guards worker.



RABBIT CUT for shelves or for drawers is also done on the jointer.



SANDER is here used to smooth end grain; it also works on curves.



WIRE BRUSH, attachment for a sander, here cleans bottom of pot.

If you like beer... You'll Love Schlitz

'ROUND THE CLOCK and 'round the calendar—*every* second of *every* day—hundreds of special quality safeguards are on duty at Schlitz. They're *your* assurance of a truly great beer.

And they assure you that every glass of Schlitz *always* has the same *matchless* flavor. Never bitter, never harsh—its flavor is always light, dry and winsome with “just the *kiss* of the hops.”

That's why more bottles and cans of Schlitz are sold—*millions more*—than any other beer.

Sales prove Schlitz is the beer the world loves best.



HOW THE MATCHLESS FLAVOR OF SCHLITZ IS PROTECTED

Clear glass offers no protection from the harmful rays of light. Research demonstrates that the Brown Bottle (pioneered by Schlitz) gives beer protection just as a mask protects a welder's eyes from blistering light.



ON TV EVERY WEEK—the popular “Schlitz Playhouse of Stars.” See your newspaper for time and station.

First in Sales

The Beer that Made Milwaukee Famous



Season's Brightest

Gifts BY COTY

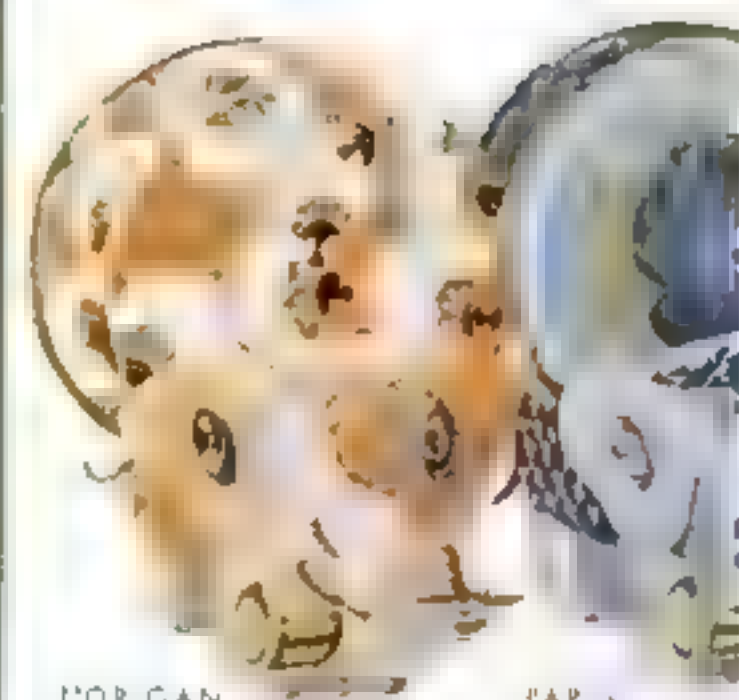
...and the season's brightest way of choosing them! Do your "easy-chair" shopping from this festive page, where Coty prices start at a mere 2.50!

*Available in her favorite fragrances:

L'ORIGAN • L'AIMANT • EMERAUDE • "PARIS"

*All prices plus tax

Compounded and Copyrighted by Coty, Inc., in U. S. A.



"ELLIE"...gay, spangled little elephant bearing two welcome gifts from Coty Xmas Parade!



FIESTA...Cova Loosprest Powder Compact, Sub Deb Lipstick in their own handsome pochette. 3.00



DIADEM...graceful golden swan floats on "Air Spun" Face Powder, carries Perfume Purser of L'Amant*. 3.50



SHOWER MATES...pretty, practical trio of L'Amant* Talcum Powder with Toilet Water and Atomizer. 3.25



CHARM DUETTE...festive set of L'Amant* Solid Cologne and famous fine-textured "Air Spun" Face Powder. 3.00



BOUDOIR...L'Amant* Sachet, 2 Sachetieres, "Air Spun" Powder, Rouge, Sub Deb Lipstick. 5.00



REFRESHER...Toilet Water and Dusting Powder in the beloved fragrance of Emeraude*, prettily packaged. 3.50



DAILY DOUBLE...another "jewel fragrance" set! Solid Cologne and Talcum Powder in Emeraude* fragrance. 2.50



QUARTET...Emeraude* Perfume, "Air Spun" Face Powder, with color-matched Rouge and Sub Deb Lipstick. 5.00

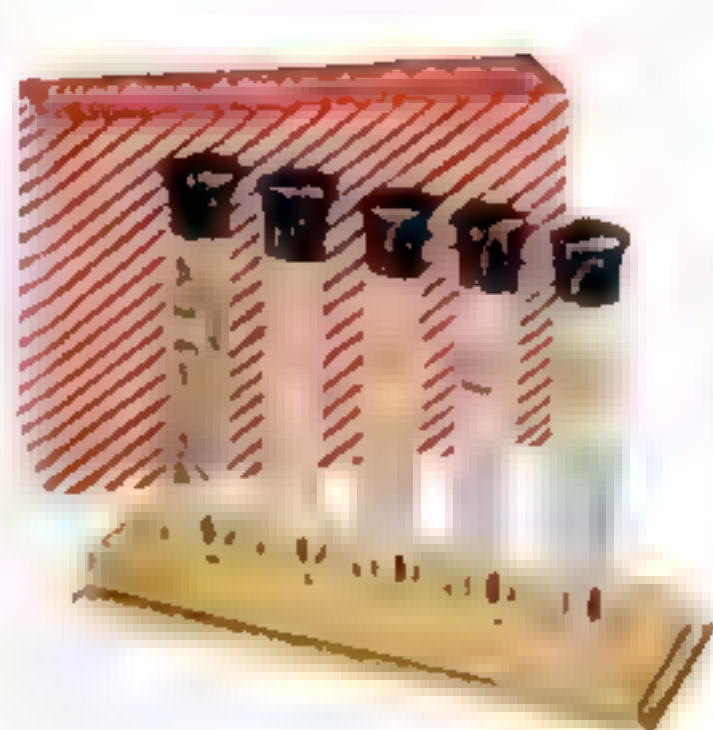


PURSE TRIO...Emeraude* Perfume Purser, trim Cova Loosprest Compact, Sub Deb Lipstick. 5.00



L'AIMANT EMERAUDE

A fluted golden Sub Deb Lipstick — plus famous "Air Spun" Face Powder.* Put "Ellie" first on your list! **2⁵⁰**



WALKING STICKS... famous five toilet waters: L'Aimant, L'Origan, "Paris", Muguet des Bois, Emeraude. **3⁸⁵**



GOLDEN SLIPPERS... holding two long-loved Coty Perfumes — L'Aimant and Emeraude. **6⁵⁰**



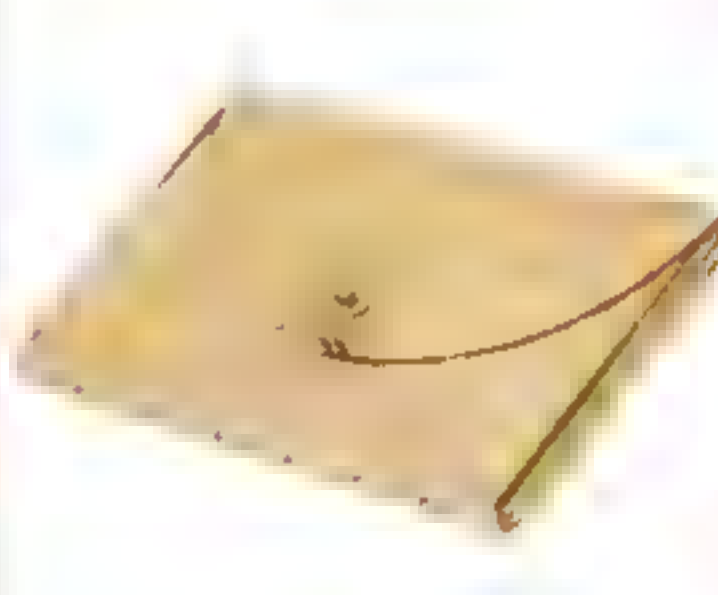
MAGIC SLIPPER... flacon of longed-for L'Aimant* Perfume in a dainty pom-pom trimmed golden pump. **3⁵⁰**



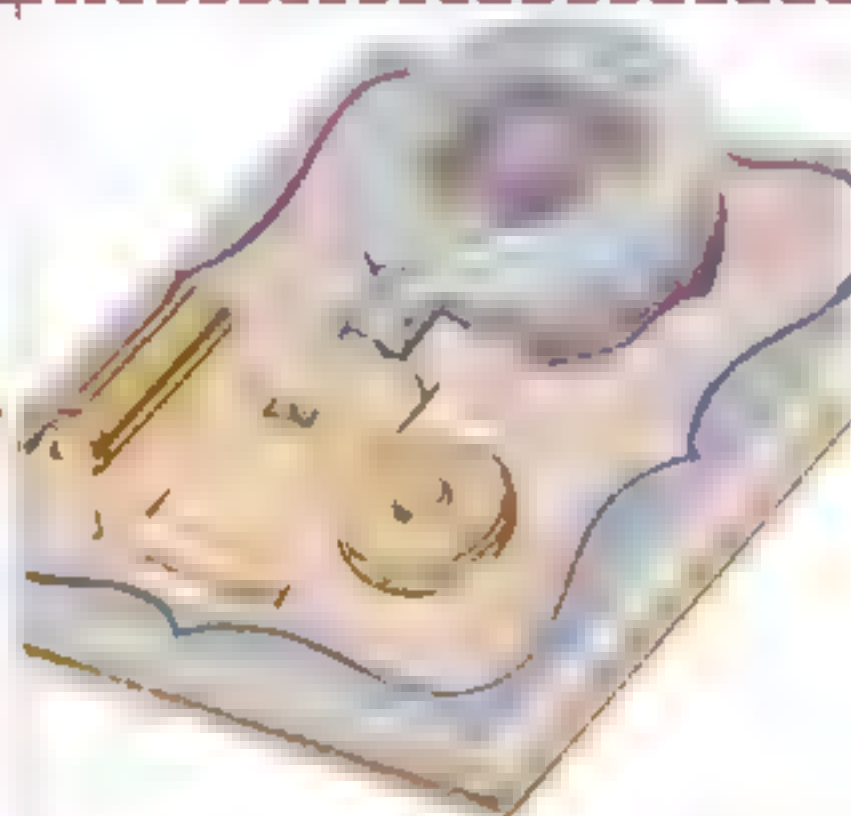
EYENET... Cova Loosprest Powder Compact with golden swans bearing Sub Deb Lipstick, L'Origan* Perfume Purser **6⁰⁰**



PURSET. Emeraude* Perfume in a glittering golden Purser, plus a tube of Sub Deb Lipstick. **3²⁵**



ENVELOPE VANITY... slim golden compact — thoughtful gift that looks twice the price. **5⁰⁰** two fast



ENCORE... Rouge, Sub Deb Lipstick — coupled with "Paris"* Toilet Water, "Air Spun" Face Powder. **5⁵⁰**



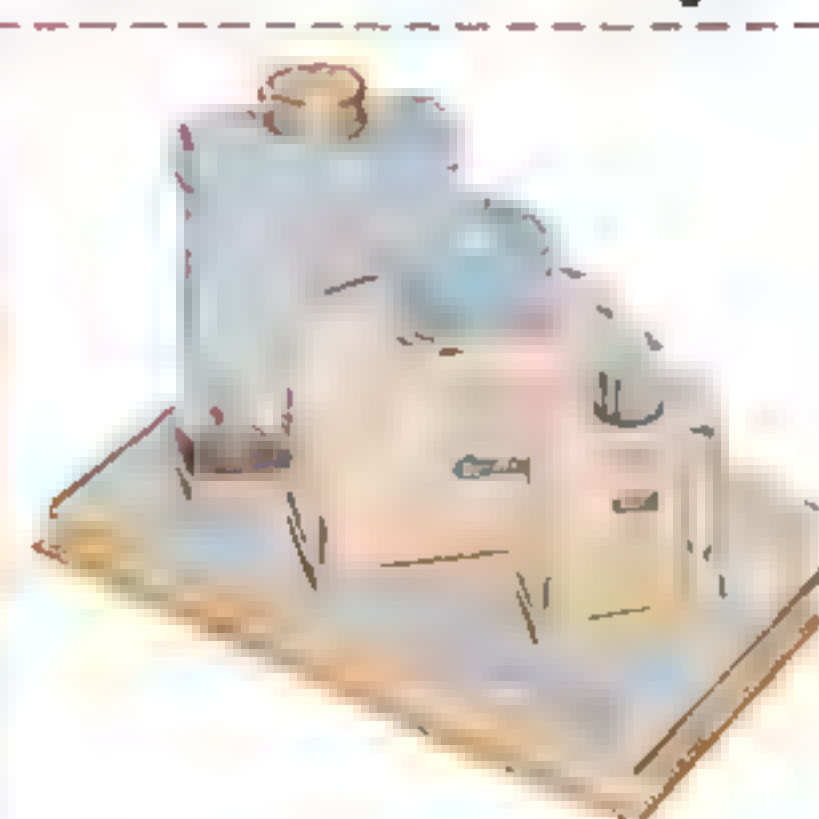
AT HOME AND ABROAD... "Air Spun" Face Powder in L'Origan* fragrance, with handsome Cova Loosprest Compact. **3⁵⁰**



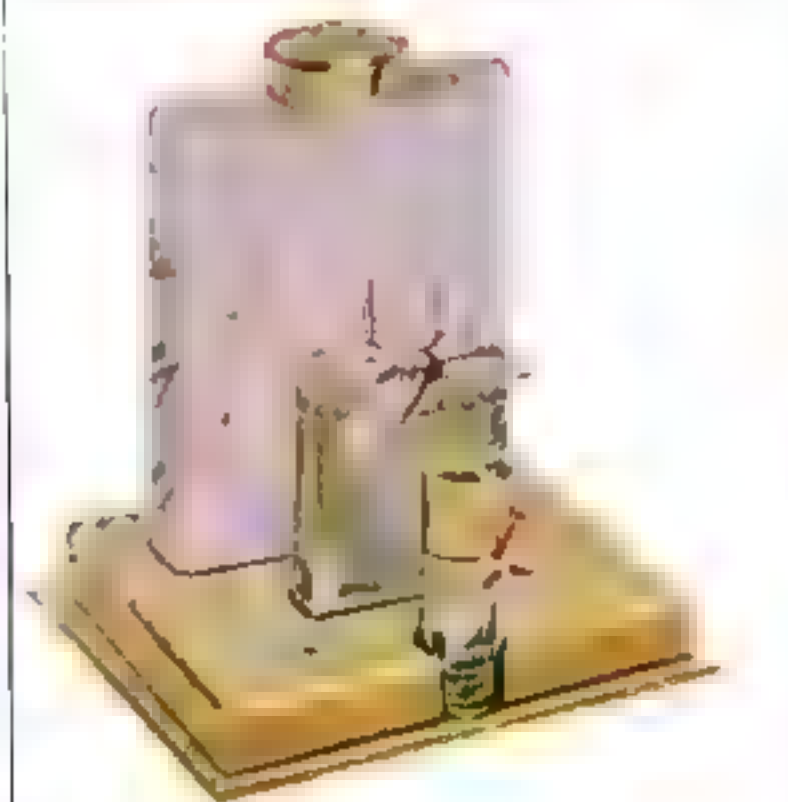
"BETTIE" happy Polar bear atop "Air Spun" Face Powder, hugs bottle of famous L'Origan* Toilet Water. **3³⁵**



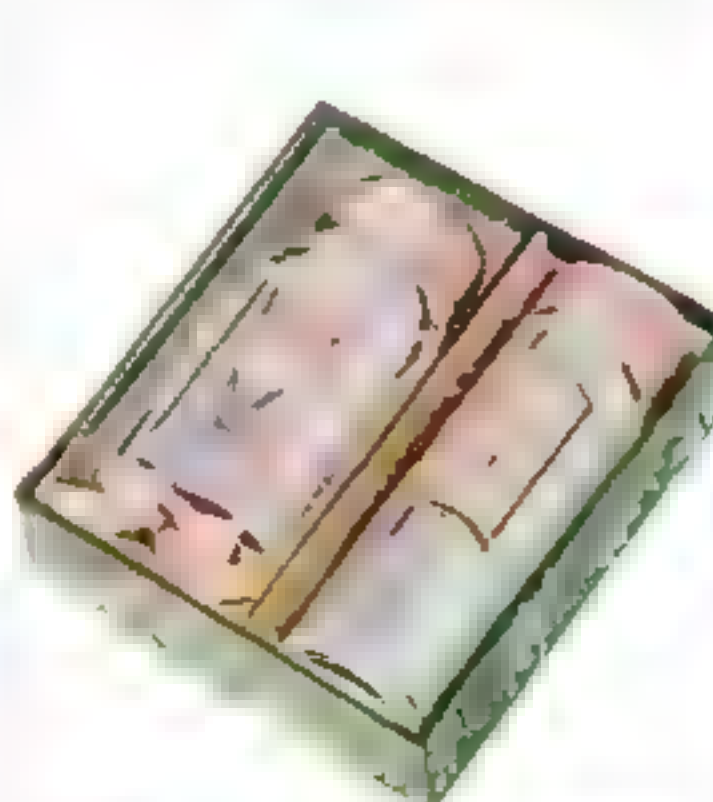
MAKE-UP THREE... L'Origan*-scented "Air Spun" Face Powder with Rouge and Sub Deb Lipstick. **3⁵⁰**



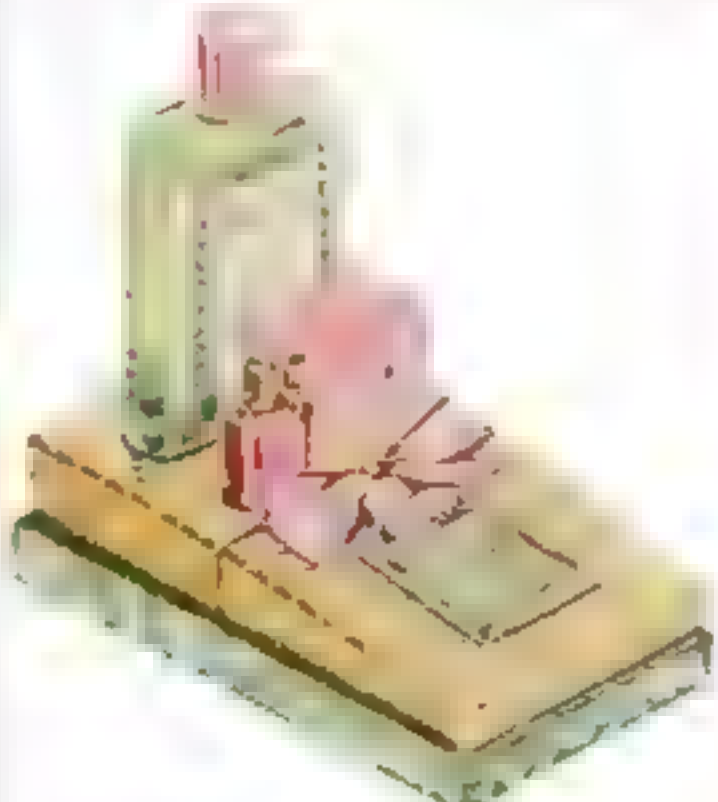
BATH MATES... fragrance-matched set for miady's bath: "Paris"* Toilet Water, Talcum Powder, Bath Salts. **3⁹⁰**



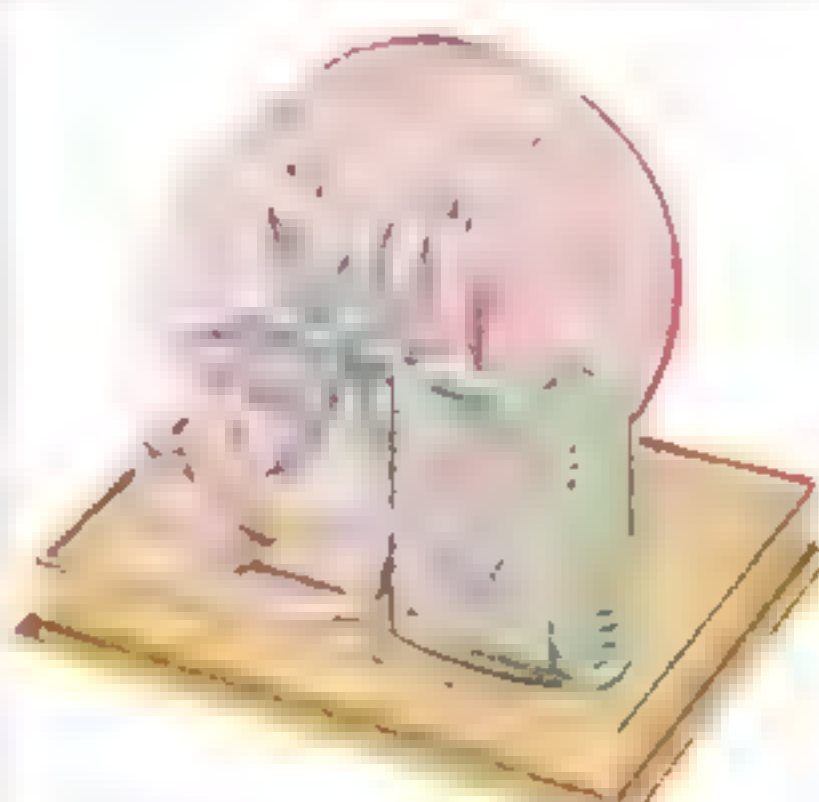
FRAGRANCE TRIO... refreshing Muguet des Bois Toilet Water with Perfume Purser and Talcum Powder. **3⁰⁰**



DEBBIE... Muguet des Bois Christmas combine of long-clinging Sachet and Solid Cologne. **2⁵⁰**



FRAGRANCE DUO... Muguet des Bois Toilet Water, Perfume flacon and handy Atomizer. **3⁵⁰**



REFRESHER... Muguet des Bois Toilet Water with velvety Dusting Powder as a fragrant companion. **3⁰⁰**



S&W makes a Holiday

Treats in a twinkling are no trick at all with S&W's jewel-like candied fruits and peels. Just add their sparkle to all the good things you'll be making. Glacé Cake Mix won't fade in baking, stays moist and tender in vacuum-packed 8-oz. or 1-lb. jars. Look for it with all of the S&W Fine Foods — made to make a holiday at your grocer's now!



Send for free recipe booklet
S&W Fine Foods Box 3549
Rm 301 Annex, San Francisco



DIMINUTIVE BED JACKET IN QUILTED COTTON IS SOLD WITH MATCHING PILLOW SLIP WHICH HAS A POCKET FOR HANDKERCHIEF (BONNIE CASHIN, \$12.95)

New For Bedtime

KIDS' FANCY NIGHTCLOTHES COPY ADULT AT-HOME LOOK

For those individuals whose day ends at 7:30 p.m., stores are now offering a large selection of fancy nightclothes which enable them to finish off with a flourish. Available in a wide range of sizes, these imaginative new styles for children pamper the most feminine yen or please the most masculine roughnecks. They even challenge toys as the year's most acceptable Christmas present.

Flannel nightgowns formerly adorned only with appliquéd animals are now being made to look like choir robes (p. 132). A girl with the sniffles can spend a decorative day in bed wearing an outfit like the one shown above and children can lounge in pared-down versions of their parents' clothes (p. 130). The dress-up nightclothes give children an attractive last-minute look before guests and are highly suitable, as one hard-boiled manufacturer says, "for the little monsters to wear while watching TV."



AFTER-SKI OUTFIT is copied for boys and girls in knit pajamas with slipper socks (Glengyle Mills, \$5). It can be for lounging and, without socks, for bed.

Be  your own Santa Claus...

Give yourself a holiday lift

WITH PRETTY, SO PRETTY

LIFE BRAS BY FORMFIT

Now's the time to be good to *yourself*, too! Get in the swing of the holiday mood... with an all-occasion wardrobe of flattering new Life Bras. Styles for every figure and fancy: bold slash-fronts, daring strapless models, midriff-controlling longlines, demure basics... some charmingly simple, others elegantly frilly... in nylon, cotton, satin. *All* with the fabulous fit and freedom and comfort you've come to count on from Formfit. So when you're holiday shopping, pick up two or three new Life Bras and see what a happy holiday "lift" they give you! At your favorite store. *Life Bras from \$1.25*



For fit, for comfort,
for a Sweetheart of a figure



THE FORMFIT COMPANY • CHICAGO • NEW YORK

NIGHTCLOTHES CONTINUED



FLANNEL NIGHTSHIRTS come in unadorned firemen's style for boys (Clyde, \$3.95) or with feminine eyelet-trimmed flounce (Style Ladies, \$4.95).



VEST AND SLACKS with ruffy shirt is Neiman-Marcus' idea (\$35).



COAT AND PANTS of quilted cotton (Loungres, \$8) go over slart.



JUNIOR TV CLOTHES include miniature corduroy "study jacket" (My-Age, \$6.95) and tailored corduroy robe in an outsize tie print (Geisha, \$6.95).

CONTINUED ON PAGE 122

"Magic" is a registered trade-mark of Royal Typewriter Company, Inc.



*Merry Christmas and
easy writing for every member
of the family for years to come*

"Magic" Margin . . . Only Royal gives you this time-saving, easy-operating margin set. Simply position carriage, press "Magic" Margin, and perfect margins left and right are yours!

Office Typewriter Specifications . . . In key-size, slope of keyboard, and placement of keys and controls, Royal Portable is the same as the Royal office typewriter. Truly the standard typewriter in portable size.

Terms . . . they're generous, as low as \$1.25 a week. Ask about liberal trade-in allowances. Royal comes in 3 models, choice of colors—carrying case included. See your Royal Portable dealer!

Give a **ROYAL** Portable... the Standard Typewriter in Portable Size

give easier ironing

Give Electric Housewares... First Choice for Every Gift Occasion

EASIER ON YOUR WRIST • EASIER ON YOUR HAND • EASIER ON YOU

...of course, it's electric!

Only \$12.95

Fair Trade Price subject to change without notice



YOU CAN BE SURE...IF IT'S Westinghouse

See TV's Top Dramatic Show...
WESTINGHOUSE STUDIO ONE... Every Week

WESTINGHOUSE OPEN HANDLE IRON

For that someone special who appreciates practical gifts—give the Westinghouse Open Handle Iron. Exclusive *open handle design* ends wrist strain... permits truly relaxed ironing. Glides in and out of pockets, pleats and ruffles like a charm. Other features include "click" dial that you can feel and hear, easy roll-back and all around button edge. Westinghouse Electric Corporation, Mansfield, Ohio.

Don't Get Left... GET RY-KRISP!



Make Your Bread RY-KRISP!



Famous Reducing Plan on every package

Filling, far more hunger-satisfying than soft, quickly eaten breads. Whole-grain-rich in proteins, minerals and B-vitamins. Delicious!

COMPARE THE CALORIES:

Ry-Krisp, 1 double-square wafer	21
Bread, 1 slice	63
Plain roll or bun	118
Biscuit or muffin	129

A GOOD POINT TO REMEMBER!

**SAFTHEE
THUMB TACK**



GUARANTEED PIN CAN'T PASS THROUGH THE HEAD

CORNS GO FAST!

Enjoy quick relief and speedy removal of stubborn corns with soothing, cushioning, protective, world-famous Dr. Scholl's Zino-pads.



Dr. Scholl's Zino-pads

NIGHTCLOTHES CONTINUED



RUFFLED PEIGNOIR of white dotted Swiss comes with a pink nightgown for ages 4-14 (Brenlé, Inc., \$10.95), provides dressy way to end the day.



FLANNEL CHOIR ROBE of white with sleeves edged in red (Slumbertogs, \$5)—or with colors reversed—is most successful in new crop of nightgowns.

Make it an Old-Fashioned Candy Christmas

WISH 'EM THE BEST... WITH

Brach's



Give three pounds of chocolate pleasure to those at the top of your list. **BRACH'S CHRISTMAS CHOCOLATES**

A lavish assortment of rich milk and dark chocolates, filled with such family favorites as soft, smooth, full-flavored cremes, caramels, nougats, jellies and marmalades. An adventure in taste thrills. Luxuriously packaged. (Also available in 5 lb. box.)

Count on these colorful Christmas candies to brighten your holidays...

BRACH'S BURGUNDY MIX

A sparkling assortment of cinnamon balls, rum-butter toffees, fruit slices, butterscotch balls, crystal clear mints and filled hard candies in crisp-thin flavorful jackets—each piece wrapped in cellophane.



A taste treat in the best Christmas candy tradition... **BRACH'S PEANUT CLUSTERS**



And all through the house... Keep brimming bowls of **BRACH'S HARD CANDIES**...

Candies aglow with thrilling flavors!

Brilliant hard candies of all shapes, sizes and flavors are as much a part of Christmas as Old St. Nick himself. Buy the best of 'em... buy Brach's. Attractively packaged in a plastic Christmas stocking.

UNMISTAKABLY

THE VOGUE BY ASCOT — Smart fashion accessory! Petite, heavily gold-plated, in satin-lined calfskin slip-case in various colors. \$12.50 plus 20% Fed. lux. tax.



HERITAGE BY ASCOT — "The Lighter with the Handle," \$14.95. Magnificent three-piece set of ebony-handled lighter, cigarette server, embossed tray, \$29.95.

You cannot give a more beautiful gift

Here are seven unmistakably smart Christmas gifts — beautifully styled, precision-built Ascot lighters. Match them against the names at the top of your Christmas list. The unique beauty of Ascot lighters makes them wonderfully welcome gifts. You'll find these — and many other beautiful Ascots — at better shops from coast to coast, \$6.95 to \$200.

OUTSTANDING GIFTS for your business friends, too, are Ascot's Florentine Dagger lighter, Olympia or Standard. May be ordered with monogram or insignia. And always ask for Ascot Flints.

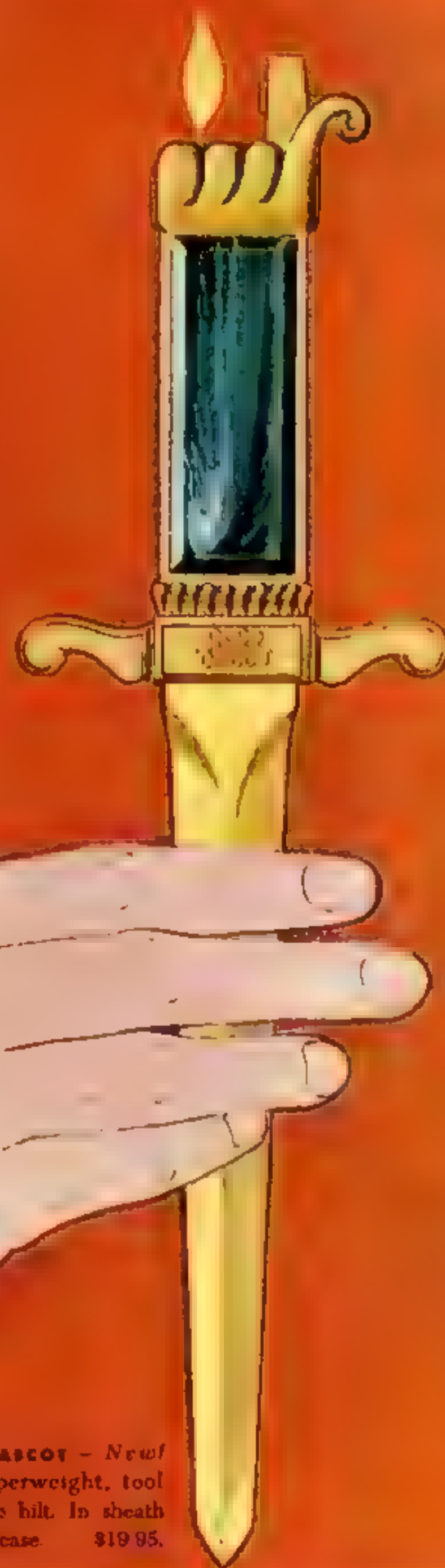
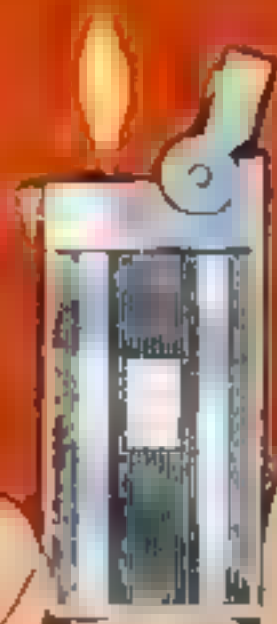


PAGODA SET BY ASCOT — Lighter, four golden ash trays, ebony black base. In Orient red, Jade green or ebony black, \$15.95. Lighter alone, in gift box, \$13.95.

ASCOT!



STANDARD BY ASCOT - Wonderfully compact, thin, handsome. Precision built for year-after-year service. Rhodium (as shown) \$8.95 Chrome, \$6.95.



BAGGIE LIGHTER BY ASCOT - New! Letter-opener and paperweight, too! Gold-finished, jewel-like hilt. In sheath or replica of old dueling case. \$19.95.

Given from the Joseph Halpern American Collection designed by Jacques Fort

than the fabulous Ascot lighter



OLYMPIA BY ASCOT - Classic beauty and grace of line in beige onyx, tortoise shell or Jade green colors. \$9.95 - a new low price for a smart, new Ascot table lighter.



WINDPROOF BY ASCOT - Handsome rich styling, rugged construction and stay-bright rhodium finish. Built-in wind screen, extra fuel capacity for extra convenience. \$9.95.



DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON



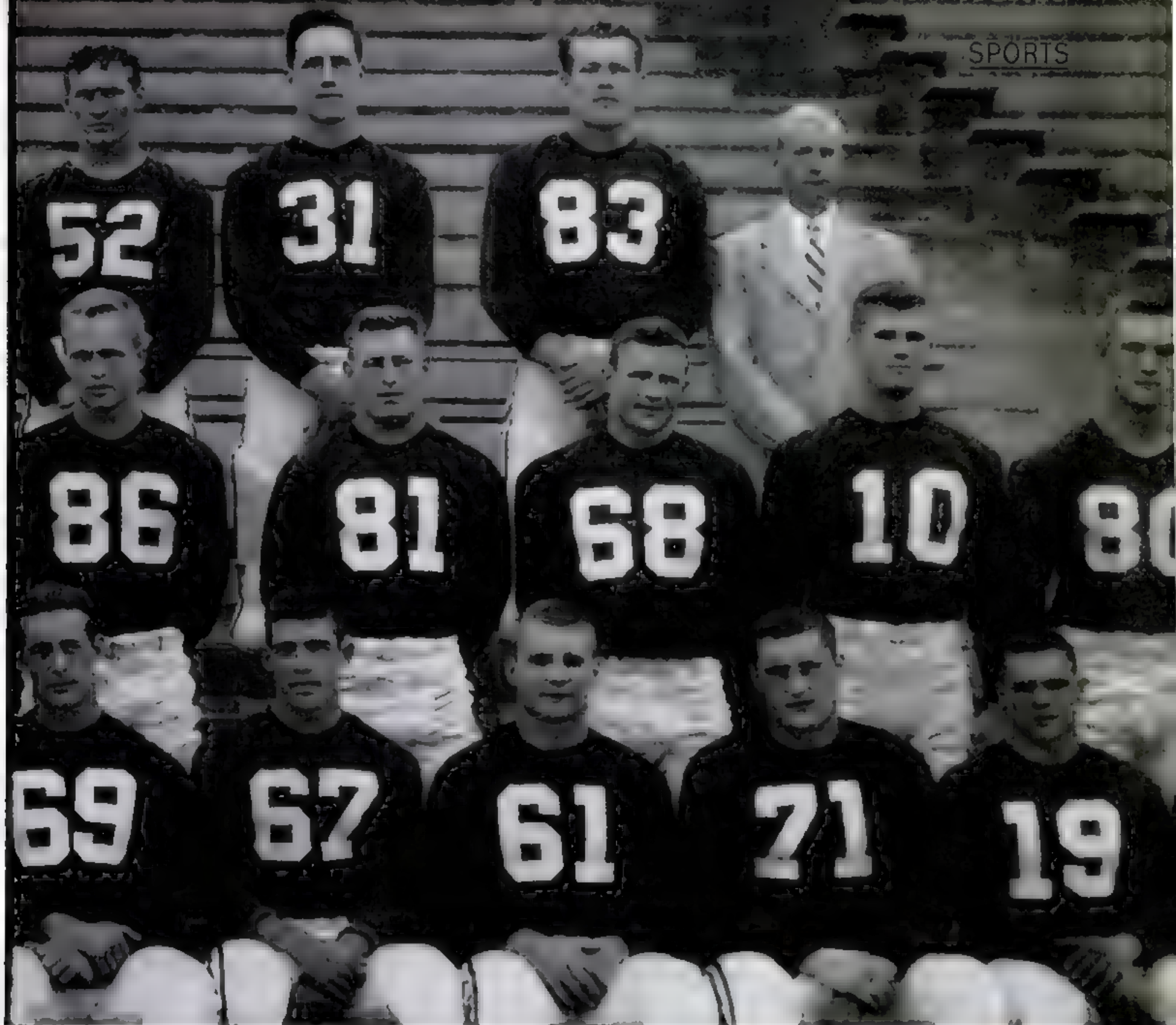
MRS. J. K. MACKENZIE PRINGLE, stunning young New York socialite. Discriminating in her choice of cigarettes, Mrs. Pringle says: "Cigarettes of Herbert Tareyton make such wonderful gifts in their special Christmas wrapping."

Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cork tip can give. The cork tip doesn't stick to the lips . . . it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.



T H E R E ' S S O M E T H I N G A B O U T T H E M Y O U ' L L L I K E

Copyright © 1954 The American Tobacco Company



FOR OFFICIAL YALE TEAM PICTURE, FOOTBALL MANAGER YEAGER STOOD IN STANDS IN CIVILIAN CLOTHES, DWARFED BY THE TEAM'S UNIFORMED PLAYERS

DREAM OF GLORY COME TRUE

140-pound Charlie Yeager scores one point, joins Yale immortals

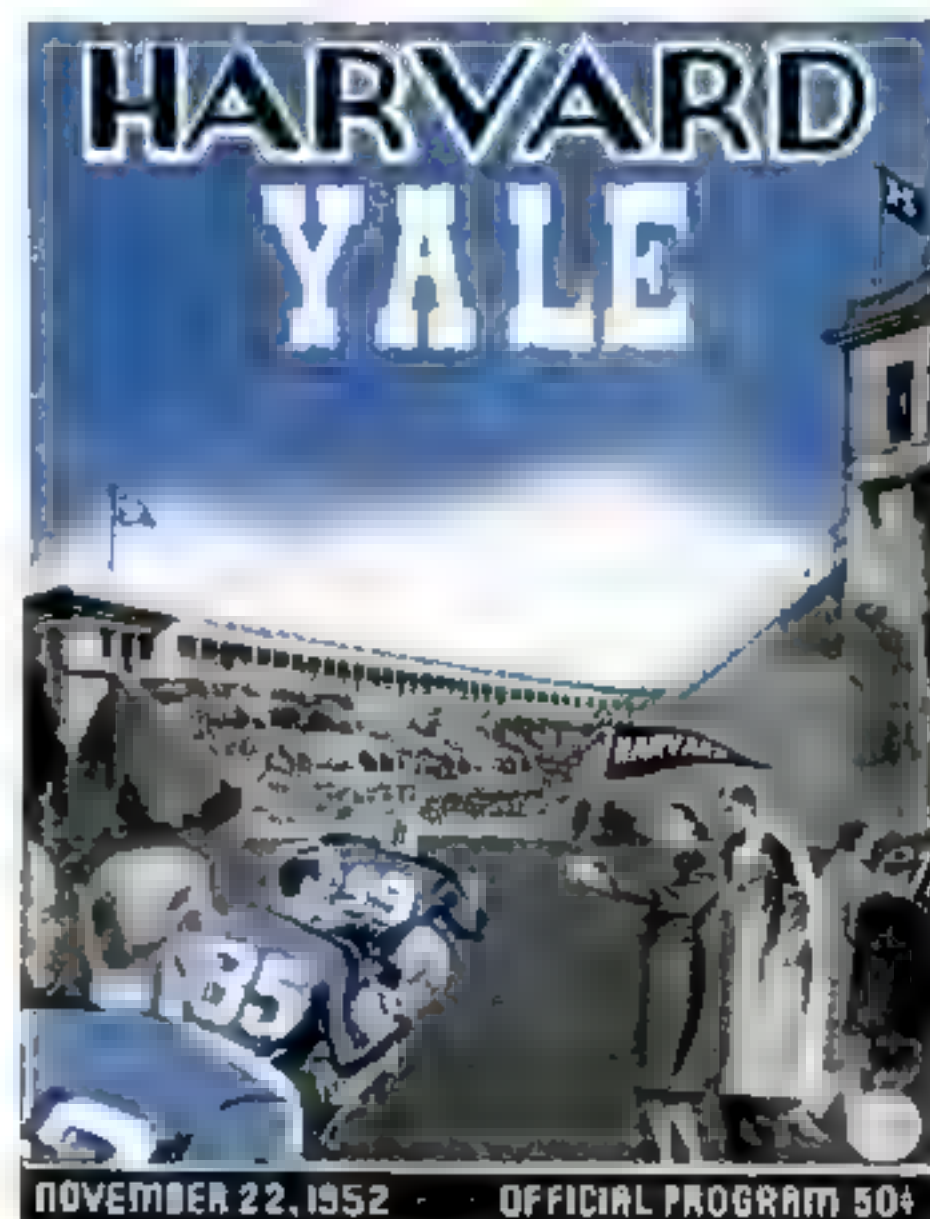
Charles Lewis Yeager, Yale '53, was a frustrated gridiron hero. Secretly, like James Thurber's Walter Mitty, he dreamed of glory. He envisioned himself running for touchdowns with the stands cheering and ineffectual tacklers sprawled on the field behind him. But Charlie stands only 5 feet 5 and weighs barely 140 pounds. So he had to be content with becoming student manager, which enabled him to rub shoulders with the tall men of Eli while collecting their dirty uniforms.

At the start of the season Yale's Coach Jordan Oliver designed a special play for Yeager. It was intended as a gag but Charlie took it with deadly seriousness and practiced in his spare time. "We're saving you for the Harvard game," he was told. To be ready if the call came, Manager Yeager put himself on the

roster and drew a uniform bearing the number 99. By coincidence it was the same worn by a Yale man on the official game program (right).

At half time, shivering with excitement, he sneaked under the stands and put on his uniform. He sat unnoticed on the bench as Yale kept scoring and the coach kept sending in subs. Finally, after Yale's sixth touchdown, he got the call and rushed in to use his special play on the try for the extra point.

No. 99 lined up breathlessly at right end. When the ball was snapped he faked like a veteran, dashed into the end zone. The long practice sessions paid off as the ball floated toward him. Charlie caught it, scored the point as the cheers of thousands hailed a new Yale immortal. The hapless Harvards, who lost 41-14, refused to see anything funny about it (p. 140).



PROPHETIC COVER on program shows player No. 99, number Yeager took, trotting out to field.

TO BRING HIM JOY!



GIVE PRINCE ALBERT
AMERICA'S LARGEST-SELLING SMOKING TOBACCO

So good for shavers that 121 skin specialists approved!

A wonderful new ingredient is in Glider Brushless Shave.

It lets your beard soak soft quickly and thoroughly—makes less work for your razor.

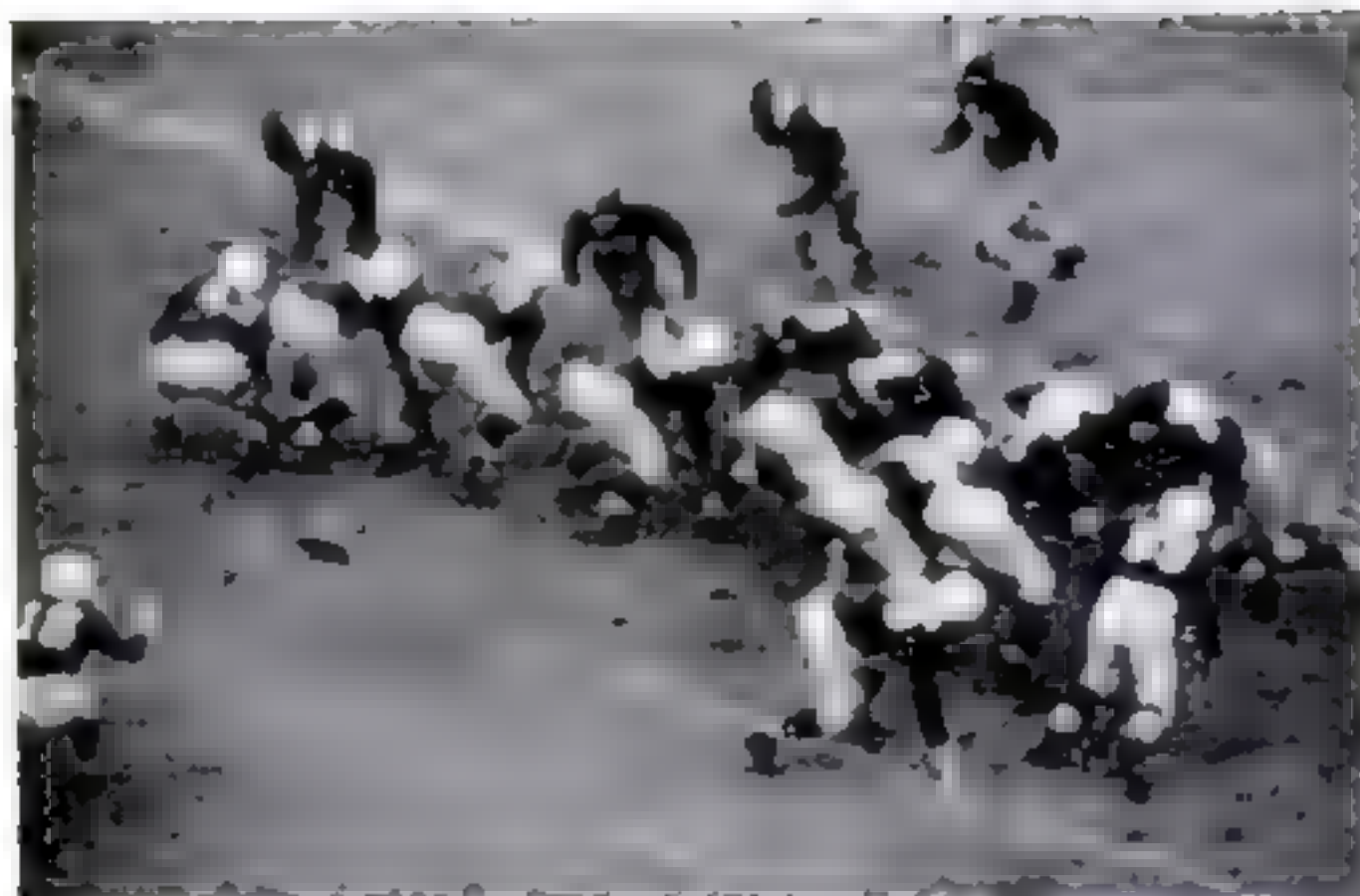
It lubricates your skin for friction-free shaving—leaves it supple and healthy-looking.



Only Brushless Shave Cream with Extract of Lanolin.

This amazingly soothing beard-softener is Extract of Lanolin—and 121 skin doctors approve of it. Try a tube of the new Glider Brushless and see why they do! For a free trial tube of Glider send us your name and address. A product of The J. B. Williams Company, Glastonbury, Conn.

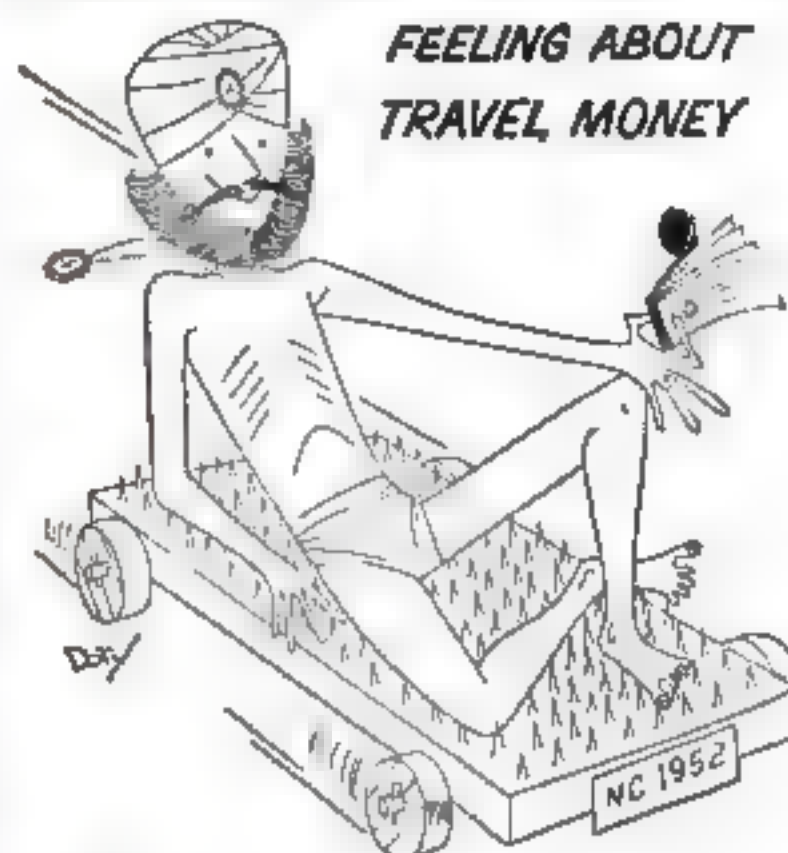
Dream of Glory CONTINUED



MANAGER'S BIG MOMENT begins when Yeager (No. 99) goes in at right end for point after touchdown. Quarterback Molloy (No. 18) kneels as if to hold ball for place kick (*top picture*). But when he gets ball, Molloy fades back for pass (*second picture*), throws to Yeager who catches it just over goal line (*third picture*) and gallops out of the end zone (*bottom picture*).

NCB TRAVELERS CHECKS

CURE THAT PINS-AND-NEEDLES FEELING ABOUT TRAVEL MONEY



Don't torture yourself worrying about the possibility of your travel funds being lost, destroyed or stolen... carry absolutely safe National City Bank Travelers Checks. Spendable for anything, any time, in any country. You get a full refund if they are lost or stolen. Good until used. Cost only 75c per \$100 purchased. Buy them at your bank.

The best thing you know wherever you go

NATIONAL CITY BANK TRAVELERS CHECKS

Backed by The National City Bank of New York
Member Federal Deposit Insurance Corporation

Give Him A Pair For Every Affair!



SILVER BOND SOCKS

Guaranteed by Good Housekeeping

The giftiest sock made. So sturdily knit, we guarantee 3 Pairs To Wear 3 Months or three new pair FREE. Note the name on the lid, then BUY HIM A BOX of Silver Bond SOCKS. They're OK.

SILVER KNIT HOSIERY MILLS, INC.
HIGH POINT, N. C.

Mfrs. of SILVER BOND men's socks

For information write to
350 Fifth Avenue, N. Y. 1, N. Y.

CONTINUED ON PAGE 142

IS THERE OIL IN ARIZONA?

U.S. Oilmen Risking Millions To Find Answer

Oil may have been discovered in Arizona by the time you read these words—or it may never be discovered there at all. But right now many oil companies, large and small, are investing millions in this state in hope of finding more oil to meet the nation's ever-growing needs.

Research tells oilmen that certain areas of the state are favorable to the finding of oil. But even using the latest scientific knowledge and equipment, the only sure way to find oil is to *drill* for it.

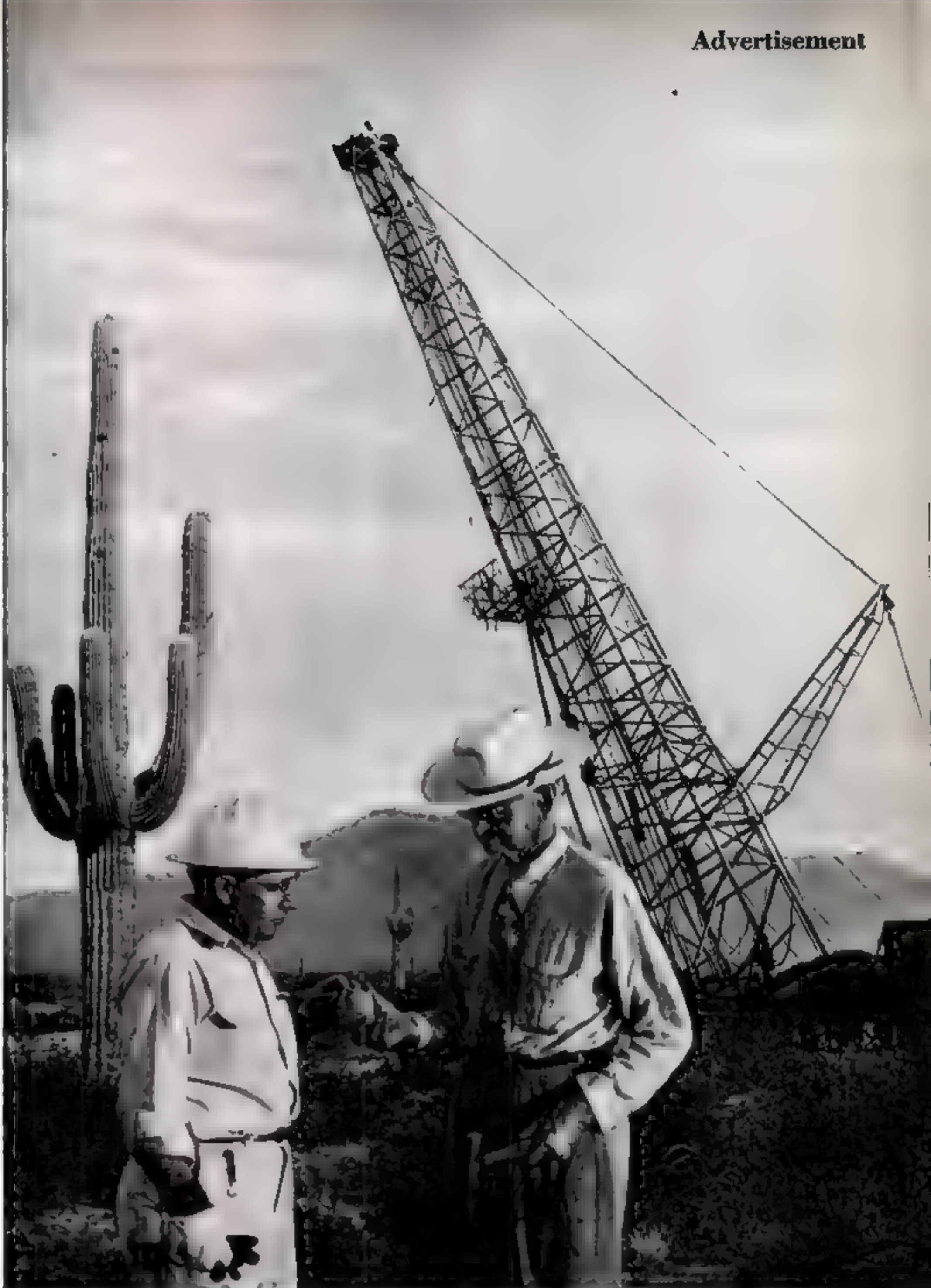
So far, the Arizona oil search has turned up nothing but a string of costly dry holes. Yet oilmen know that the search for oil always faces long odds. In promising areas where oil has never been found before, only 1 well out of 9 ever turns out to be a producer.

In spite of these odds, America's thousands of privately-managed oil companies last year found *twice as much oil* as the nation used up.

The risks in the oil business are high. But oilmen are willing to accept risks as long as they have a chance to stay in business and earn a profit while serving you.

For a free, interesting booklet, "Is There Oil Under Your Land?", write to:

Oil Industry Information Committee, Box 36,
AMERICAN PETROLEUM INSTITUTE,
50 West 50th Street, New York 20, N. Y.



ANOTHER ARIZONA DRY HOLE? Even the geologist and the drilling contractor don't know the answer yet as they examine core sample taken from well in back-ground. Rig is coming down to move in heavier equipment.

Whether this well comes in or not, oilmen will not quit their Arizona oil search. This search wherever there is the slightest chance of finding oil is the reason U.S. oilmen find more oil each year than the nation uses up.



AMERICA'S 28th OIL-PRODUCING STATE? Maybe, maybe not. The only sure way to find out is by drilling. Derricks on this map represent the 40 wells oilmen have already drilled in Arizona. All of them turned out to be dry holes. Yet more wells are being drilled right now in the shaded areas, where chances of finding oil are believed best.



SCENE IN PHOENIX, ARIZ., LAND OFFICE shows how oilmen rushed to beat deadline for filing lease claims under new state law. Competition for drilling leases is keen

though no oil has been found. With many oil firms bidding for drilling rights, landowners benefit by rental payments—collect royalty on every barrel if oil is found.

Give her a wee touch of Glamour THIS CHRISTMAS

LITTLE LADY TOILETRIES

Just like mommy's

Every little girl adores the grown-up, feminine feeling that her very own lightly scented toiletries give her! Here are just a few exciting Little Lady gift packages, pure as snow, and fun to use.



CHRISTMAS BOOK

Toilet Water in a candle shaped bottle and 10 packages of billion bubble Bubble Bath Powder, packaged with its own beautiful Christmas card.

\$1.50 (plus 20% fed. tax)



BUBBLE BATH COTTAGE

A beautiful doll house containing 20 packages of our famous highly concentrated, fragrant Bubble Bath Powder.

\$1.00 (plus 20% fed. tax)



TOILETRY SET

A luxurious gift set containing Toilet Water, liquid Bubble Bath, kitten-soft Powder Mit and two pure castile Soap Dolls.

\$3.25 (plus 51¢ fed. tax)



HANDI-KIT

A dainty travelling case containing Hand Lotion, Colorless Nail Polish, Polish Remover, Orange Stick and Emery Boards.

\$1.75 (plus 20% fed. tax)

helene Pessl inc.

785 FIFTH AVENUE, N. Y.

Be sure to ask for LITTLE LADY DEB, deliciously fragrant and designed exclusively for big sister who knows that good grooming is the secret of winning good looks.

Dream of Glory CONTINUED

Yale News

Yeager's Play Planned Since Pre-Season Drill

by Tony Crimmins

Football manager Charley Yeager scored Yale's final point against Harvard Saturday, Oct. 8.



BIG STORY AT YALE, Yeager's play was reported in campus paper with a two-column headline and detailed description of its inception and execution.

The Harvard Crimson

Nichols Hits Yeager's Catch, Jordan Calls Exploit Colorful

Harvard captain John Nichols hit Yeager's catch, Jordan calls exploit colorful. Nichols hit Yeager's catch, Jordan calls exploit colorful. Nichols hit Yeager's catch, Jordan calls exploit colorful.

BURIED STORY AT HARVARD was brief squib on an inside page, which reported the Harvard captain, John Nichols, as saying, "I think it stinks."

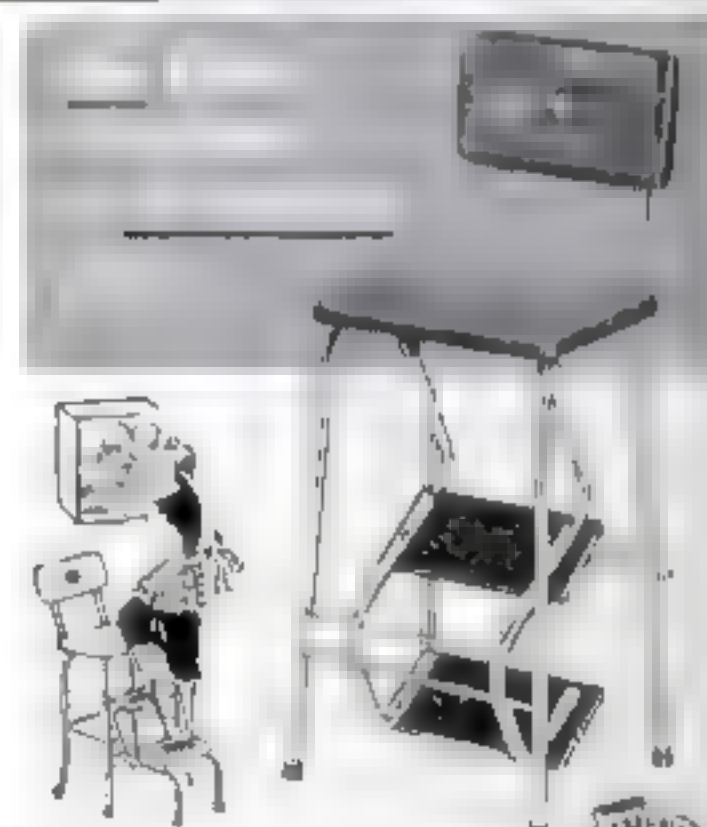


THE HERO BEAMS beneath the outstretched arm of Bill Prentiss, 6 feet 4 inches tall, a tackle. He does not yet know if he gets letter for his one play.

PHILLIPS' MILK OF MAGNESIA ANTACID- LAXATIVE

FOR GENTLE- THOROUGH Constipation Relief

Temporary constipation is usually accompanied by acid indigestion yet most laxatives act on irregularity alone. But Milk of Magnesia does more. It relieves both conditions. It gives you more complete relief. So use Phillips' Milk of Magnesia—the best laxative you can buy.



A GILTON step stool is the modern work-chair that doubles as a safety ladder and adds a sparkling touch of color to your kitchen. In dazzling chrome and comfortably upholstered in colorful plastic upholstery that keeps clean with a swish of a damp cloth. Non-slip steps fold under seat, when not in use. Only \$12.95* at your favorite department, furniture or hardware store. Other models from \$6.95 to \$15.45!

*Slightly higher west of Mississippi.

GILTON

Makers of KIDEE-KROME JUVENILE FURNITURE

FREE! "Short Cuts in The Kitchen" a valuable booklet of work-saving hints and recipes to make your day easier. Write—

GILTON MFG. CORP., 145 38th St., Brooklyn 20, New York (Dept. L.)

Send FREE "Short Cuts in The Kitchen" to:

NAME _____

ADDRESS _____

CITY _____ STATE _____

This Christmas give her a gift
as lasting as your love!

1847 ROGERS BROS. ROYAL GIFT CHEST

Complete 60-piece service for 8
in magnificent drawer chest...only \$89.95.

Eight 6-piece settings...plus your choice of 8 butter spreaders,
iced-drink spoons, or oyster forks...plus 4 important serving pieces

Small down payment
... easy terms!



For mother... wife... sweetheart or daughter
... the gift she has always longed for!
Most every woman dreams of owning enough beau-
tifully matched silverware to set her table graciously
... every day... for any occasion.

This Christmas—make her dreams come true!
Give her this exquisite new chest of 1847 Rogers
Bros. Silverplate.

Made to last a lifetime, 1847 Rogers Bros.
has been America's most beloved silverware
for many generations. See it at your silver-
ware store today.

COPYRIGHT 1922, THE INTERNATIONAL SILVER CO. MERIDEN, CONN.

Choose from America's most popular, best-loved patterns.



Very Special Holiday Gift Set ... only \$18.47

What could be nicer for the lucky
woman who already owns a set of
1847 Rogers Bros. than these 6 most-
wanted serving pieces to match her
very own pattern! Cold meat fork,
Gravy ladle, Serving spoon, Hollow
Handle Pie or Cake knife, Round serv-
er, Pickle fork in attractive gift box.

1847

1847 ROGERS BROS.

AMERICA'S FINEST SILVERPLATE

A product of The International Silver Company

Gifts he'll Treasure from the

1 Aristocrat

Ready to buckle down to years of handsome wear. Bench made domed cowhide belt in brown mahogany or navy. \$25.00

2 Neogram Buckle and Belt

Surround him with the better things in life. Bench made genuine buckskin belt with his initials on buckle. Set \$5.00

3 Neogram Tongue Buckle and Belt

His initials plus your good wishes. Domed buckle in mother of pearl, brown mahogany, gray, navy and black. Set \$4.95

4 Fitted Brush Kit

Idea gift for the man going places. Genuine cowhide in saddle or mahogany. \$5.00*

5 Grecian Scroll

Classic of the man with a taste for the best. Lines and To-Kiss. \$5.00*

6 Neogram

Personal and intimate. \$5.00*

7 Dress Set Mother-of-Pearl

Perfect for him who needs a touch of class. \$5.00*

8 The Traveler's Kit

Tightly zippered kit with striped waterproof lining. Sure to please him. Genuine cowhide in mahogany or saddle. \$15.00*

9 Target Stone

Stylish and sporty. \$5.00*

10 Sport Crystal

Crystals and crystals. \$5.00*

11 Crossed Pistols

For the man who loves a good fight. \$5.00*

12 Florentine Design

12. Florentine design. \$5.00*

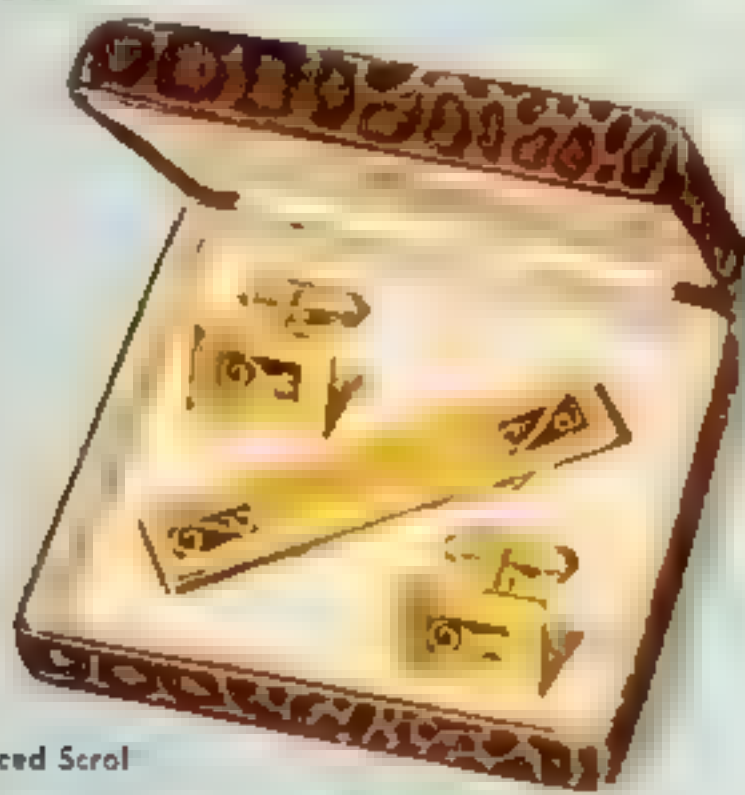
SWANK Gift Shop

Shop these pages! Then
see these beautiful gifts in all
their splendor, attractively packaged
for giving, at leading Jewelers',
Men's and Department Stores.

Any man will treasure
SWANK for its style, its quality,
its smartness, its utility.
Other gifts to \$100.00



Coronet
Cufflinks and key set \$6.00 *



Pierced Scroll
Cufflinks and key set \$6.00 *



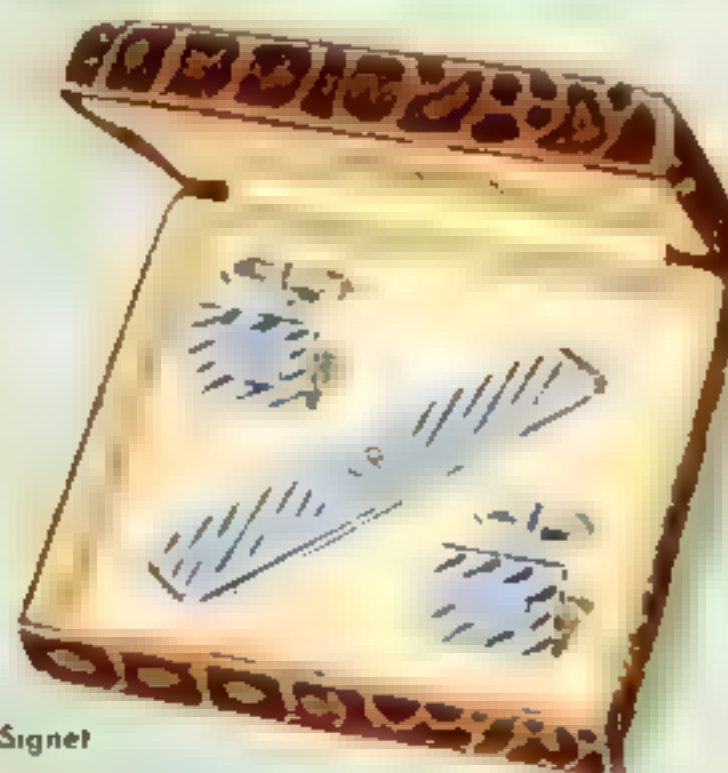
Flashing Set
Cufflinks and key set \$13.00 *



Diagonal Grill
Cufflinks and key set \$5.00 *

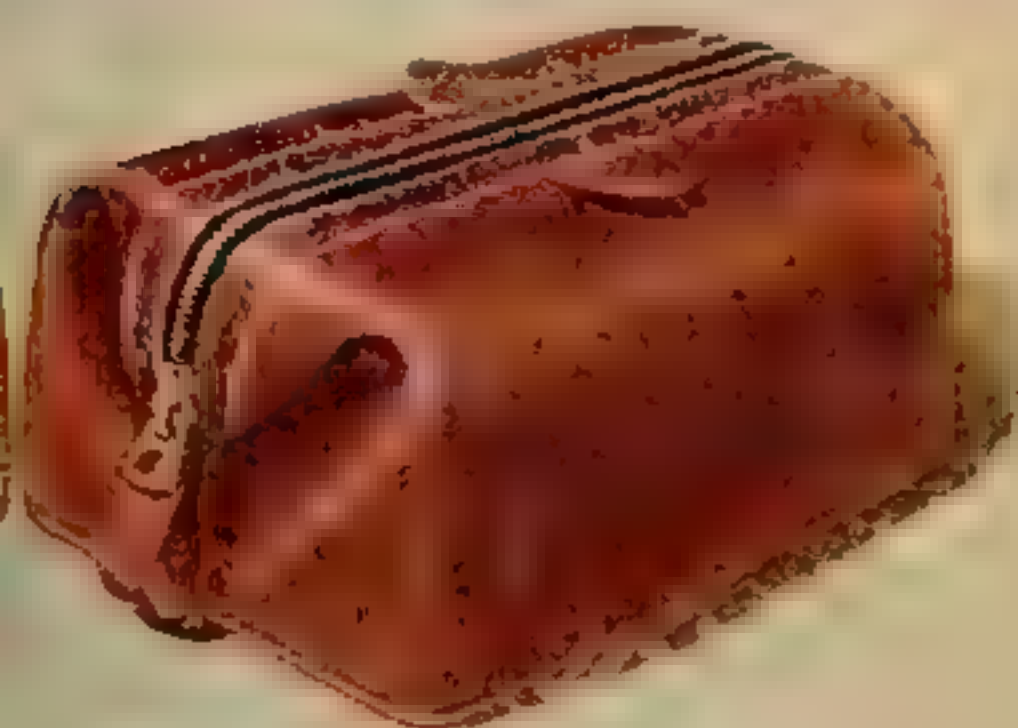


Geometric
Cufflinks and key set \$5.00 *



Signet
Cufflinks and key set \$13.00 *

*Plus Federal Tax



Utility Case (Unstuffed)
Zipper-top Smart striped/waterproof lining Mahogany or oiled
Three sizes \$5.00 * \$7.50 * and \$10.00 *



Genuine Pigskin
Pass case wallet and matching key case. Perfect for giving
Set \$5.00 *



Senator
The people's choice for smartness. Removable pass case
in many fine leathers \$9.50 *

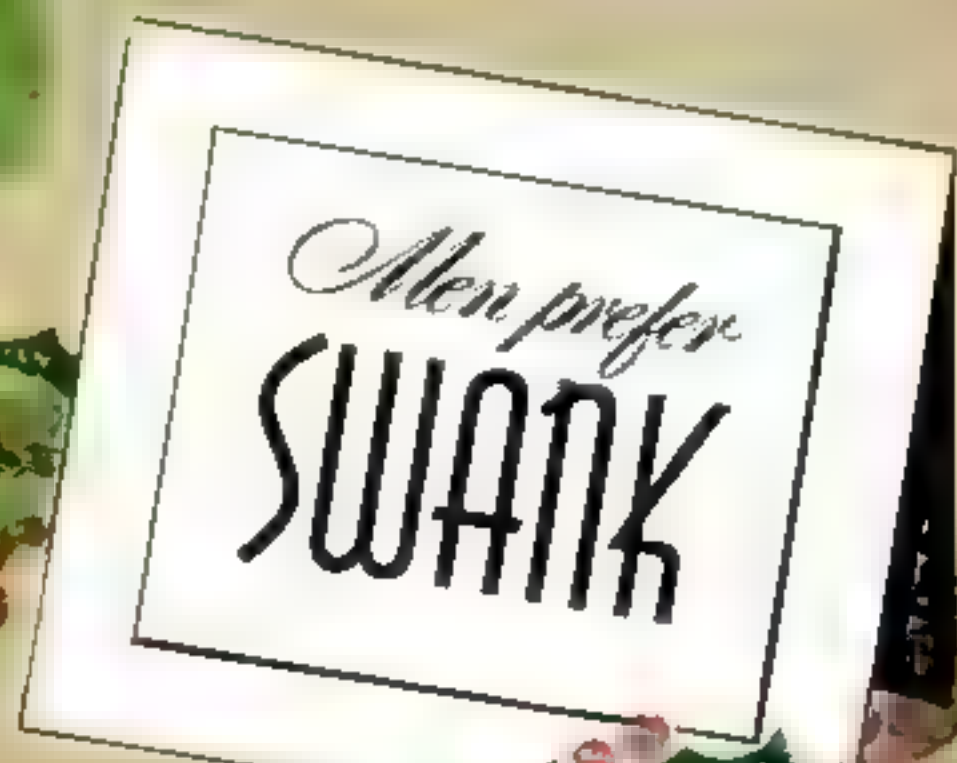


Genuine Shell Cordovan
The quality gift to hold his money and save yours.
Removable pass case in brown or mahogany \$5.00 *



Genuine Alligator
He'll use it with pride. Removable pass case \$7.50 *

All SWANK wallets contain the 28-year VINYLITE calendar



Be SMART, be sure it's SWANK © Swank, Inc., Allendale, Alaska

Swans Down Mixes make **Kissin' Cakes!**

Make "White Christmas" cake that's better than mistletoe for catchin' kisses!

What a melt-in-the-mouth combination—delicate light Swans Down White Cake, spiced with rich mincemeat!

Your family will love it! You'll love it! In fact you'll love every cake you make with Swans Down White Cake Mix!

Just add milk. Farm-fresh egg whites

are already blended in this mix. No extra expense for eggs, as you have with some other mixes! And you turn out the grandest cakes a mix ever made, with the minimum of bother!

No wonder folks are saying, "Swans Down Mixes make kissin' cakes!"

"WHITE CHRISTMAS" CAKE

1 pkg. Swans Down White Cake Mix
1 cup milk

$\frac{3}{4}$ cup moist mincemeat

Place cake mix in bowl. Add $\frac{1}{4}$ cup of milk. Blend; beat 1 minute. Add $\frac{1}{4}$ cup more milk, blend; beat 1 minute. Add remaining $\frac{1}{4}$ cup milk; beat 1 minute longer. Fold in mincemeat.

Pour batter into two round 8-inch layer pans, $1\frac{1}{4}$ inches deep, lined on bottoms with paper. Bake in moderate

oven (375°F.) 20 to 25 minutes, or until done. Cool in pans 10 minutes. Turn out on cake racks to finish cooling.

Prepare 7-minute frosting, using 2 egg whites. Fold in $\frac{1}{4}$ cup drained mincemeat. Place one cake layer, bottom side up, on cake plate; spread with frosting. Place second layer on top, bottom side down. When layers are arranged this way, mincemeat forms filling in center. Spread frosting on top and sides.



Products of General Foods

Bake a cake with **Swans Down Cake Mix**—and see!



IN DAYDREAM TOM EWELL SEES HIMSELF AS A GREAT LOVER PLAYING ROMANTIC MUSIC TO WOO VANESSA BROWN, WHOM HE IMAGINES AS A SLINKY SIREN

'The Seven Year Itch'

HOW HUSBAND WILL PLAY WHEN WIFE'S AWAY

"My wife's gone to the country, hurrah!" rejoiced a famous Irving Berlin song 40 years ago, and the same theme has inspired endless yarns and shady jokes. But easily the definitive work on the summer bachelor has turned up as Broadway's first major comedy of the season, *The Seven Year Itch* by George Axelrod.

For seven years the play's hero, Richard, a book publisher's assistant, has been true to his wife, and the itch to be unfaithful has been only faint and fitful. Then one warm evening, after his wife has gone to Cape Cod, Richard is

moping alone on his terrace when he is almost couked by a tomato plant pushed accidentally from the apartment above. The pretty tenant overhead introduces herself, and Richard embarks on a campaign of seduction, studded with dream scenes in which he imagines himself as a heavy lover. As the tomato grower, Vanessa Brown is delightfully giddy. But the play owes most to Tom Ewell as Richard who delivers strange and wonderful soliloquies on to stray or not to stray, gives the funniest spoof on record of the would-be romantic human male.



REAL WOING has Ewell making a clumsy pass at Vanessa, who unromantically wears blue jeans.



"Look, Grandpa—
we've got
Ingersolls, too!"

For Christmas

GRAND FUN FOR THE KIDS—
AND A GREAT WATCH, TOO

Ask Grandfather about Ingersoll—he's known it a life-time. Ingersoll's the ideal gift for kids and grown-ups, too. Its super-accurate movement takes a licking, yet keeps on ticking. And you just can't beat the prices.



"CINDERELLA"..... in the
"Slipper" Gift Box... \$6.95



"SNOW WHITE"..... in the
"Magic Mirror" Box... \$6.95



"MICKEY MOUSE"..... in the
"Presentation" Gift Box... \$6.95



"HOPALONG CASSIDY" in
"Saddle Stand" Box... \$6.95



THE SPORTSTER
\$6.95

all prices plus tax

give "the most
famous name in time"

Ingersoll

a product of the UNITED STATES TIME CORPORATION
World's Largest Manufacturer of Wrist Watches



"SEVEN YEAR ITCH"

CONTINUED





TALKING TO HIMSELF after his conquest, Richard's conscience (an offstage voice) begins to badger him, and asks, "...ever hear of a thing called blackmail?"



"BLACKMAIL?" bellows Richard. His wiser self replies sagely, "One often hears of unscrupulous young girls who prey on foolish, wealthy middle-aged men."



"BUT SHE SAID ..." Richard goes on, "she didn't want to get involved..." His wiser self reiterates mockingly, "You poor, foolish, wealthy middle-aged man."



"SHE'LL BLEED YOU white," warns his other self. Richard ends up in a panic as the voice tells he'll have to confess to his wife and throw himself on her mercy.

CONTINUED ON NEXT PAGE

BETRAYED in one of his daydreams, Richard conjures up an exaggerated image of his spouse two-timing him with wolfish friend (George Keane). This consoles Richard for having two-timed her.

MURDERED in another of his daydreams, he imagines himself collapsing after wife (Neva Patterson) has plugged him with a pistol. That she resorts to such measures is very satisfying to his vanity.

"Why, it's like a \$50 watch!"



For Christmas

GIVE AMERICAN SCIENCE'S AMAZING TRIUMPH THAT RIVALS \$50 WATCHES FOR BEAUTY AND ACCURACY!

So smart, it looks impossibly expensive. So low-priced, everyone can afford it. TIMEX is the perfect gift!



PETITE ... ideal for dress-up. \$9.95



MODERNE ... smart for business. \$13.95



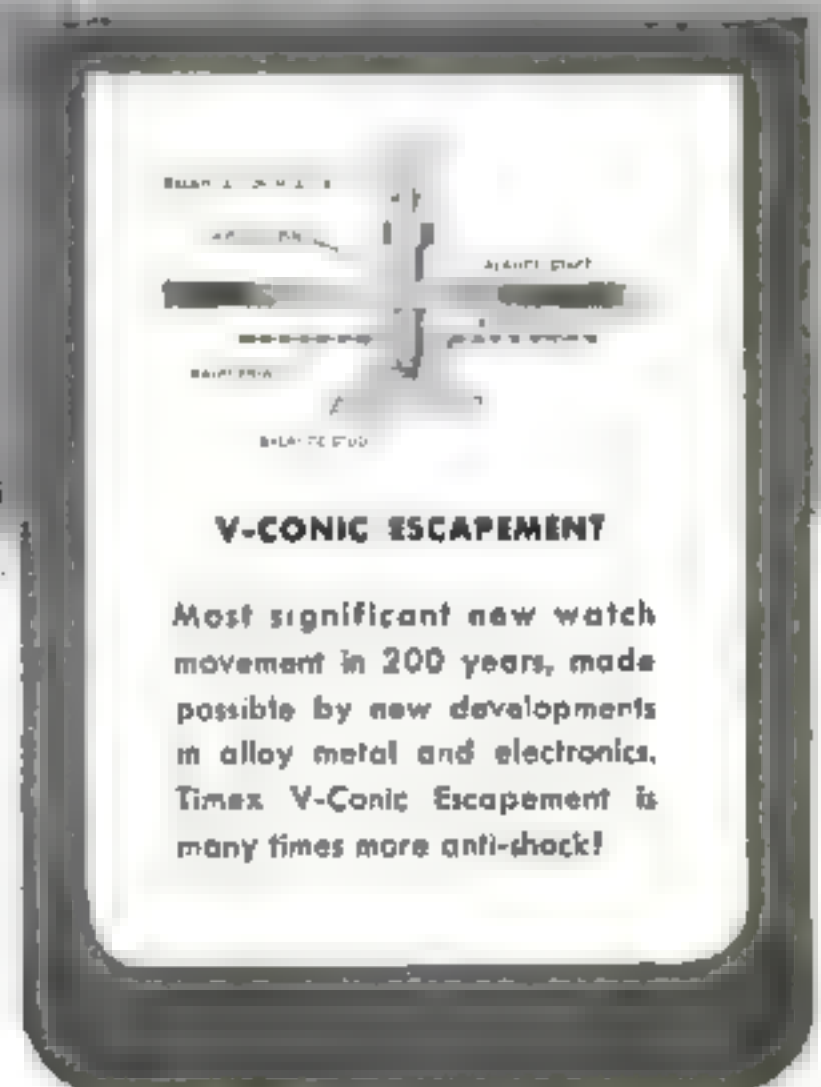
CORONET ... anti-shock for sports. \$10.95

All uniquely gift-boxed ... all prices plus tax.

Revolutionary design features exclusive Armalloy bearings—more precise, more accurate, longer-wearing.

TIMEX

product of the UNITED STATES TIME CORPORATION
World's Largest Manufacturer of Wrist Watches



V-CONIC ESCAPEMENT

Most significant new watch movement in 200 years, made possible by new developments in alloy metal and electronics. Timex V-Conic Escapement is many times more anti-shock!



MORNING AFTER, Richard in a daydream imagines he has to cast aside his clinging vine sweetheart. In reality she cheerfully goes out of his life (right) carrying summer to nail shut trap door which led her down into his apartment.

'SEVEN YEAR ITCH' CONTINUED

SWEET VANESSA BROWN

Vanessa Brown, in her first personal Broadway hit, has a hard row to hoe. She must play a goofy little TV actress who washes clothes in a soap commercial, poses nude for a photographer and has a casual affair with a married man. At the same time she must appear fresh and wholesome. Vanessa's success in the role is probably due as much to her intelligence as her beauty. Born in Vienna, where both her parents were professors, Vanessa (her real name is Sylvia Brind) had her first education in Paris. Then she came to New York where she acted in *Watch on the Rhine* and won early fame as a precocious radio Quiz Kid with an IQ of 160.

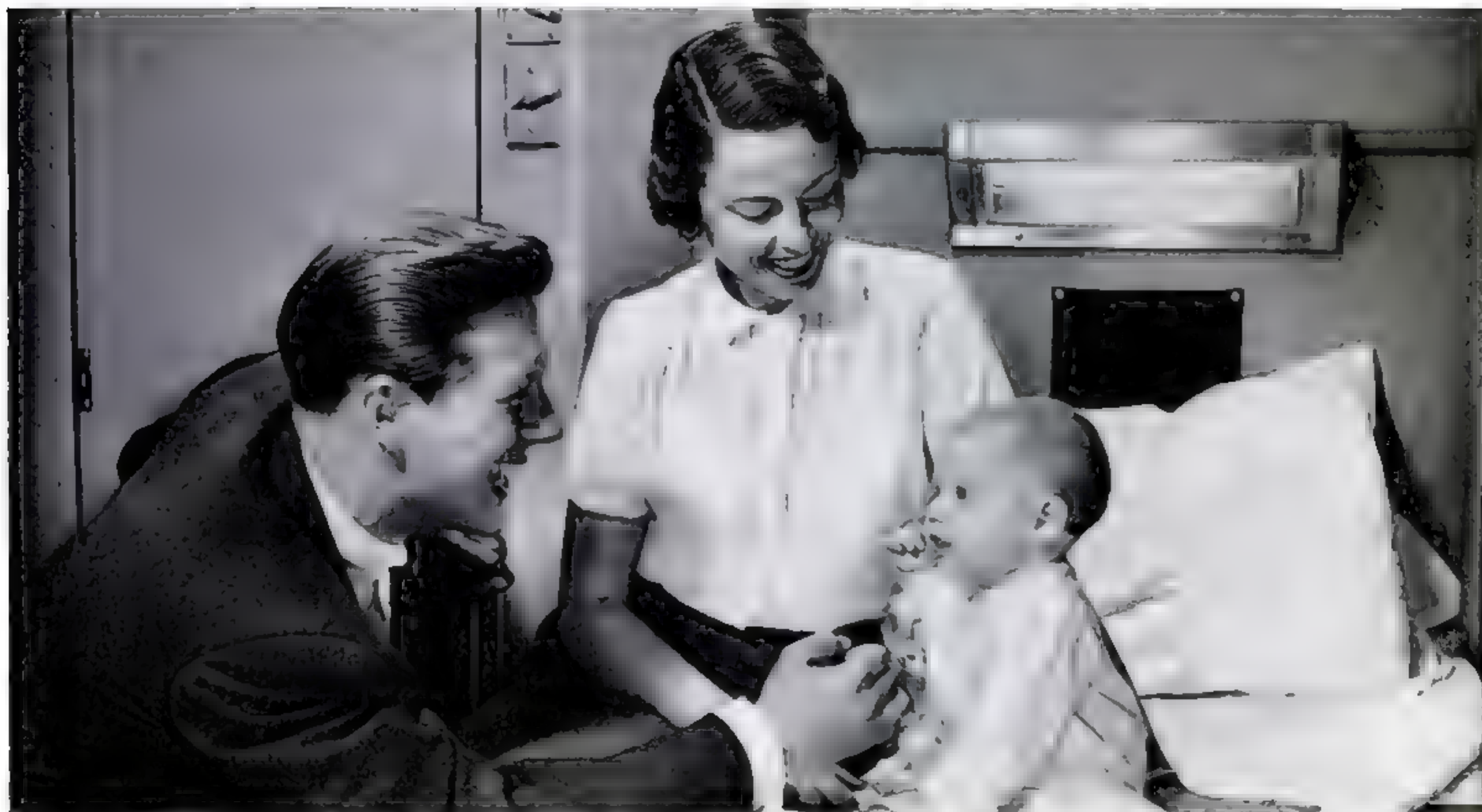
But Vanessa's studiousness has never dampened her sardonic and sense of fun. She graduated from U.C.L.A. but managed to play in 15 movies. Now 31, she is married to a plastic surgeon but still wants a wage-warrior. She evaluates shrewdly the world she lives in, says, "In Hollywood having a mind is all right—if you conceal it behind a low-cut bosom."

VANESSA LIKES RELAXED POSES AND INFORMAL CLOTHES. ALONE IN HER HOLLYWOOD POOL, SHE SWIMS NUDE, SAYS, "I DON'T LIKE THE PRESSURE OF SUITS"



Home Suite Home on Pullman

[STORY OF A FAMILY ON THE MOVE]



You surround your family with comfort when you choose a Pullman Bedroom Suite for your Christmas trip back home.



While the children play or sleep in one bedroom, you relax in the other. And when you start to nod, there's a big Pullman bed all your own waiting to assure you a restful night.



Yes, because a Pullman bed is so spacious, two good size youngsters can double-up easily. And remember this—there are four big, full size beds in a Bedroom Suite to use as you choose.



When the Porter calls you in the morning, it's nice to know there are two separate and complete toilet facilities handy. You can shave peacefully in one, while the youngsters freshen up in the other.



Breakfast in the dining car is really a treat—especially for mother. She'll find wonderful things your family loves to eat. And for *large* eyes, but *small* appetites, there's a special children's menu.



Christmas welcomes aren't delayed when you Go Pullman. And there's no cross-country dash for the "welcoming committee" either. For Pullman has a gift for getting you there *on time*, and in the heart of town.

The best Christmas present you can give your family, or yourself—a safe trip home.



Take it easy...
GO PULLMAN
COMFORTABLE, CONVENIENT AND SAFE

COPYRIGHT 1933, THE PULLMAN COMPANY

...It's not the scenery,



CLARENCE BUDINGTON KELLAND, reporter, editor, magazine writer, and novelist is now intriguing his fourth generation of readers. Through 30 books and innumerable stories, his characterizations of Scat-tergood Baines, Scipio, and Mark Todd have become Americana. The scene behind him typifies early days in Tombstone, Arizona, scene of his most recent novel.

it's the people...

writes **Clarence Budington Kelland**
dean of fiction writers

Clarence Budington Kelland

• PHOENIX ARIZONA

Arizona appealed to me the first time I ever saw it - not because of all the scenery in the background, but because of the people in the foreground.

There is something about the men and women who live in this land of tremendous distances, of brilliant light, intense shadows, and profound silences that makes them companionable. Perhaps the loneliness of the desert makes them appreciate their fellows.

In its own way, Ballantine is companionable, too. It seems to belong with pleasant words and valued friends - to be lingered over in thoughtful enjoyment.

In keeping with its lightness, even controversial subjects are discussed more tolerantly, so when gentlemen gather for purposes serious or genial, Ballantine Ale becomes a sort of moderator. Its age-old flavor seems, somehow, to mellow the atmosphere with its own mellowness. It is the most desirable of all social beverages.

Clarence Budington Kelland



more people like it... more people buy it...
than any other ale... by Four to One

BALLANTINE ALE



P. Ballantine & Sons, Newark, N. J.

MARY SUMNER HOYT.

*She lived!
What more can there be said?
She died
And all we know, she's dead*

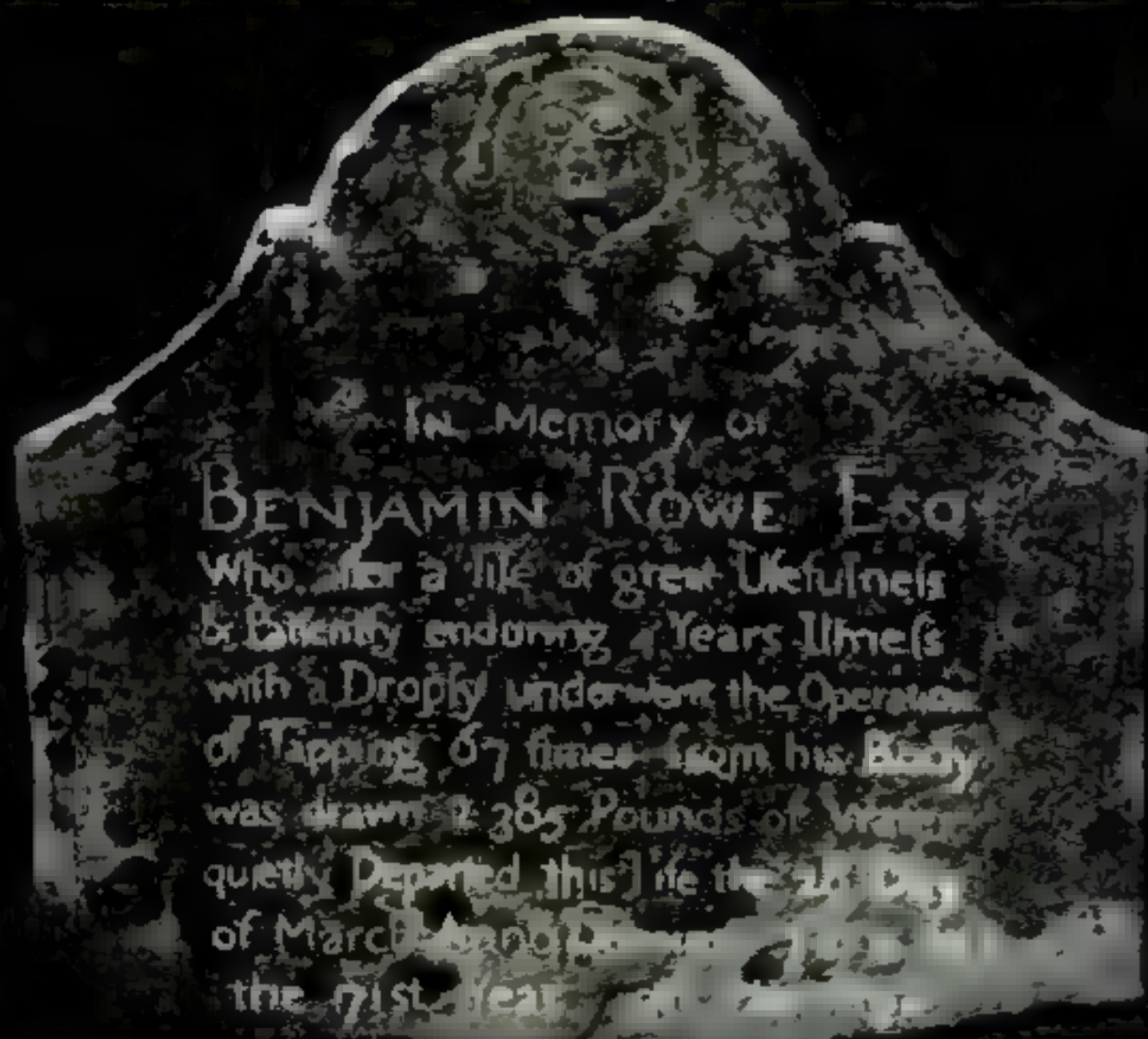
MARY HOYT IS BURIED AT BRADFORD, VT.

Prize Epitaphs

ON OLD GRAVES, COLLECTORS FIND WRY RHYMES AND QUAINI STORIES

Some people collect coins and stamps. Others collect bottle tops and paperweights. And some collect epitaphs. The epitaph collectors spend endless hours patiently scrutinizing the rows of weatherbeaten tombstones in spooky old cemeteries, like the one at right. They hunt for inscriptions that tell of strange deaths, that muse quaintly about the hereafter, that complain about troublesome wives and ungrateful children.

One of the most avid epitaph hunters in the U. S. is a Long Branch, N.J. teacher of languages, Robert E. Pike, who in 15 years has collected what he says is the world's largest library on the subject. Pike advertises for tips on epitaphs, offering to pay fellow hunters \$3 for a photograph of a good inscription. Some of his rare specimens, showing the wryness and whimsy found in epitaphs, are shown here and on the following two pages.



ROWE WAS FROM KENSINGTON, N.H. HIS PHYSICIAN SON KEPT STATISTICS



ASSASSIN'S VICTIM LIES IN NEW BOSTON, N.H.

SEYMOUR
 daughter of
 George & Sarah
 JONES
 Murdered by
 HENRY N. SARGENT
 Jan. 13, 1854.
 Aged 17 yrs. & 9 mo.

Thus fell this lovely blooming daughter.
 By the revengful hand a malicious Henry.
 When on her way to school he met her.
 And with a six self cocked pistol shot her.

MAN WHO KILLED HER LIES IN GRAVE NEARBY

HENRY N. SARGENT
 Died Jan 13 1854
 Aged 22 yrs.

LEONARD
 Died May 8 1856
 Aged 54 yrs.

FRUIT SPRING
 dau. of Gibson
 & Elizabeth Sprague.
 died Jan 11 1846; aged
 9 years 3 mos & 3 days.
 She was stolen from the grave
 by Rodrick R. Clow & dissected
 at Dr P. M. Armstrong's office
 in Hoosick NY from which place
 her mutilated remains were
 obtained & deposited here.
 Her body dissected by fiendish Men
 Her bones anatomized,
 Her soul we trust has risen to God
 where few Physicians rite

EPITAPH REPORTS GRAVE ROBBERY

Capt Samuel
 Jones Leg which
 was amputated
 July 7 1864

BODY IN IN SECOND GRAVE

SEYMOUR
 Grandson of
 Le & Bichys
 Died May 8, 1856.
 Age 54 yrs.
 I began the processing
 of Cows milk with white
 sugar for the use of steamers
 crossing the Atlantic Ocean.

FASSETT WANTED TO ASSURE FAME

PHILOSOPHIC EFTAPII IS IN OWEGO, N.Y.

CURIOSITY SEEKERS ARE TOLD OFF AT TOPSFIELD, MASS.

This picture is yourself, dear-Jane
'Tis drawn to nature true:
I've kissed it o'er and o'er again
It is so much like you "
"And, has it kissed you back my dear
Why- no- my lover said he
"Then James, it is very clear
'Tis not at all like me!"

A SLAVE'S STORY IS TOLD ON A GRAVESTONE IN CONCORD, MASS.

SENTIMENTAL VERSE GRACES GRAVE IN CEMETERY AT LYNN, MASS.

CONTINUED ON PAGE 158



ATMOS—The Perpetual Motion Clock! This world-famous LeCoultre creation amazingly offers virtual perpetual motion in a handsome clock! No hand-winding, no electricity—ATMOS runs silently, accurately, powered alone by unfailing daily changes in the temperature. ATMOS, beauty-in-action, brings a dramatic touch to every home. An exceptional possession, a most exceptional gift. Measures $9\frac{1}{4} \times 8\frac{1}{4} \times 6\frac{1}{4}$ inches. \$175.

For Your Most Exceptional Gifting

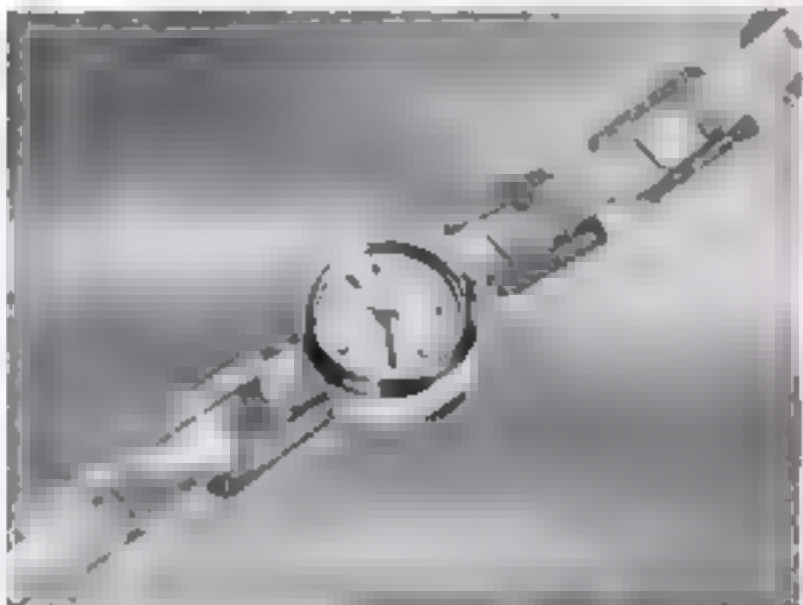
LE COULTRE

THE MOST EXCEPTIONAL WATCHES AND CLOCKS IN ALL THE WORLD

So eloquently right in conception, style and quality — a LeCoultre watch or clock becomes a gift to inspire rich, life-long memories of the good taste of its giver. Since 1833, LeCoultre timepieces have been conceived in utmost originality and beauty, manufactured to the highest standards in all watch-making. See your Authorized LeCoultre Jeweler for your finest Christmas gift values — the "Most Exceptional Watches and Clocks in All the World".



LE COULTRE CALENDAR-MOONPHASE. For the science-minded man. It tells the seconds, minutes, hours; the day, month, date and phase of the moon—accurately. Gold-filled case, \$99.50. In 14K gold case, \$150.



LE COULTRE PAR EXCELLENCE. Elegant, stylish beauty — one of a series of ultra small watches with an exclusive LeCoultre backwind. In 14K gold or platinum, many with diamonds. Priced from \$350 to \$1000.



LE COULTRE FUTUREMATIC. Engineered to be the most accurate automatic watch in the world today — fully patented, exclusively LeCoultre. It may be set to the exact second. 100% automatic, it need never be wound by hand — has no winding stem. Cannot run down, cannot overwind. The exclusive indicator on the dial shows reserve power remaining. Hand-finished gold-filled case, \$99.50. In fine 14K gold case, \$165.



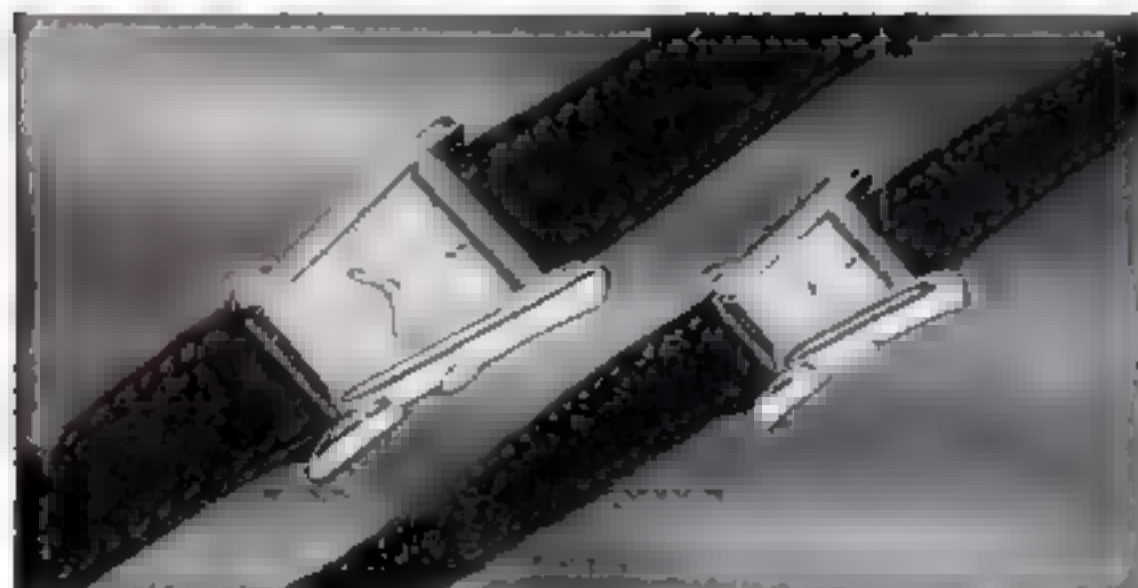
LE COULTRE WRIST ALARM. An accurate watch with a "golden voice" — a tiny bell reminds of every appointment; awaken as a morning alarm. Gold-filled case, \$99.50; moisture-proof, \$110.



LE COULTRE CREATIONS FOR HER CHRISTMAS. A gift she will cherish — inspired enchantment in high fashion — tiny, trustworthy timekeepers. "Montres d'Elegance H", six diamonds, 18K gold, \$235. "Caprice", 14K gold case, \$125. "Montres d'Elegance E", four diamonds, 18K gold, \$220.



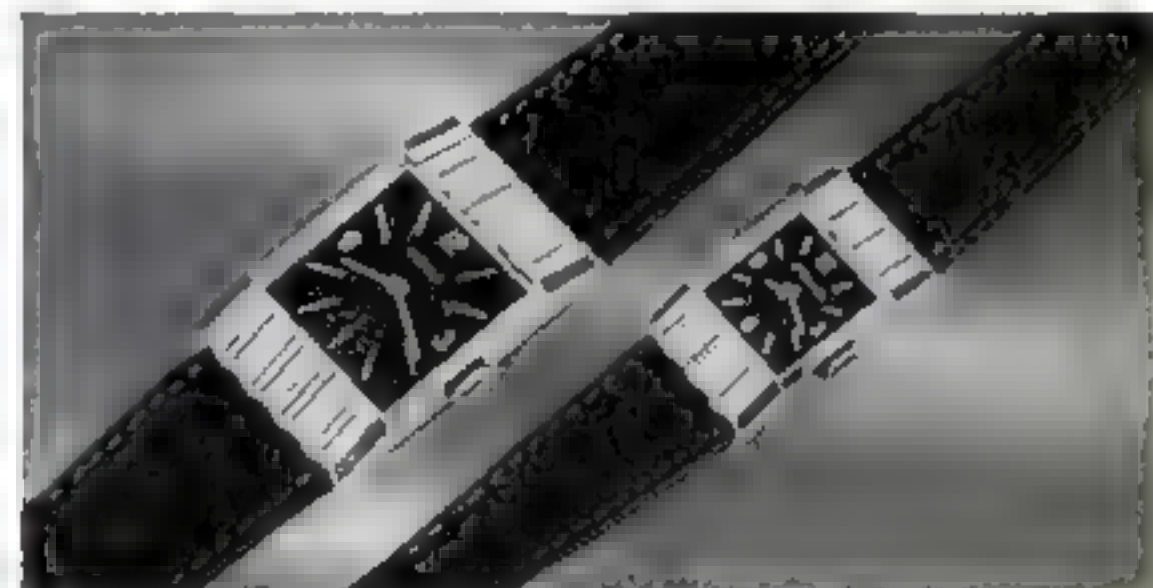
LE COULTRE ROYALE AUTOMATIC. True masculine elegance in a most distinguished manner, made to the highest standards of precision engineering. Highly-polished 18K gold case, \$235.



LE COULTRE ARISTOCRAT. "Gifts for each other". This perfectly mated pair is typical of many exclusive designs always to be found in LeCoultre's fine watches that match for Him and for Her. Hand-finished gold-filled cases. Each, \$71.50



LE COULTRE PATTON. Correctly styled for prized possession, its distinguished 14K gold case encloses the positive accuracy always assured in every style and precision way of the fine watch he will by LeCoultre's time-engineering skill. \$139.50.



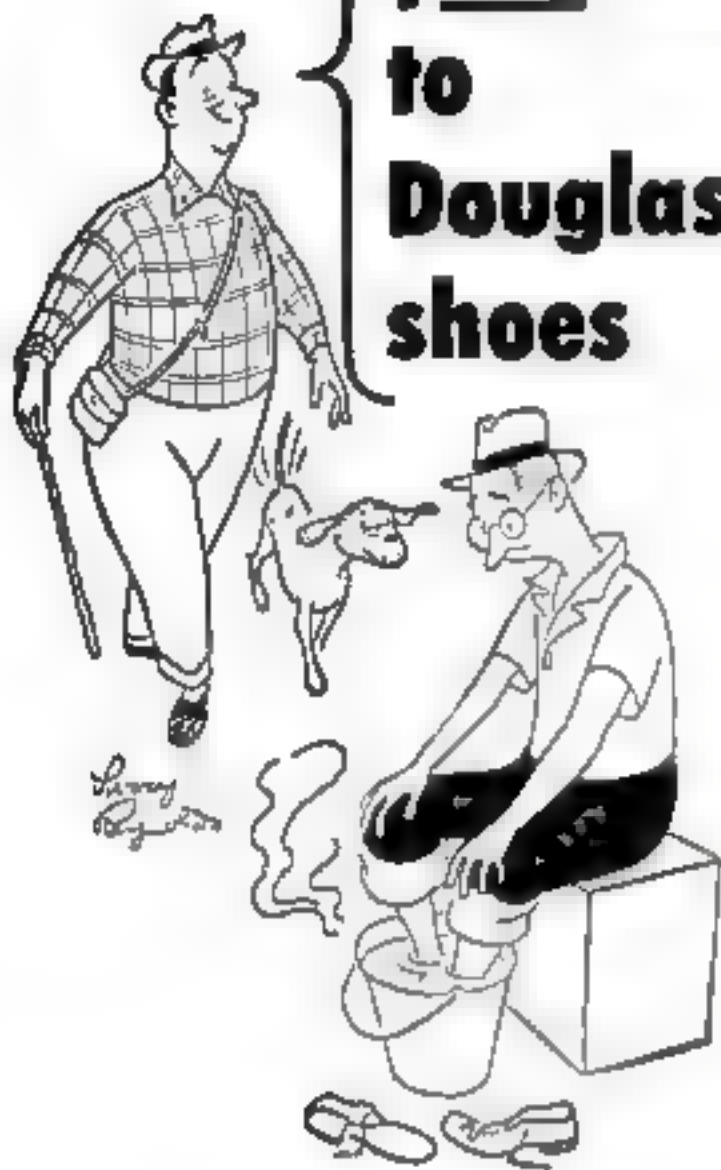
LE COULTRE SULTAN AND SULTANA. Smartly fashioned for a noteworthy couple—here a dainty and exceptional duplicate in every style and precision way of the fine watch he will proudly wear. In hand-finished gold-filled cases. Each, \$71.50.

VACHERON & CONSTANTIN-LE COULTRE

DIVISION OF LONGINES-WITTNAUER WATCH COMPANY

All Prices Include Federal Tax

**Treat
your feet
to
Douglas
shoes**



Foot-soothing comfort — every step of the way! And no wonder! Features like the Douglas Arch and soft-cushion heel make them **light on your feet**. Douglas authentic styling makes you look better, too. See your Douglas dealer for this stitched straight-tip bal in rich burgundy scotch grain leather — today! — W. L. Douglas Shoe Company, subsidiary of General Shoe Corporation, Nashville, Tennessee.

**W. L.
Douglas**
SHOES FOR MEN

Douglas makes fine shoes for men.
Always has... always will.



Illustrated: Style #3145
\$8.95 to \$10.95 for most styles

WARREN GIBBS
died by arsenic poison
Mar. 23, 1860.
A. 36 yrs. 5 mos;
23 days.

Thank wife...
How my wife had...
The same I did partake
And nature yielded to its fate
Before she my wife became
Mary Felton was her name.
Erected by his Brother
W. W. GIBBS.

FELTON FAMILY PROTESTED EPITAPH

In Memory of Miss

Lucina is buried at Sunny, N.H.

LUCINA IS BURIED AT SUNNY, N.H.

Sacred to the Memory
of
SETH J. MILLER
Son of
Capt. Jacob & Betsey
Miller.
Died May 30, 1848.
in his 47th year.

My wife from me departed.
And robb'd me like a knave
Which caused me broken hearted
To descend into my grave.
My children took an active part
And to doom me did contrive
Which stuck a dagger in my heart
Which I could not survive.

EXCERPT FROM THE COLLECTION OF THE

**FIRST AID for
INDIGESTION**



**Freshen-Up with
Alka-Seltzer**

You'll like the way ALKA-SELTZER's controlled alkalizing action soothes your stomach. Get speedy relief—without bounce-back of excess acidity. Enjoy sparkling ALKA-SELTZER!

Try Alka-Seltzer
also for
**HEADACHE
COLD DISTRESS
MUSCULAR ACHES**



Alka-Seltzer

DISPLAYED AT
DRUG STORES EVERYWHERE
U. S. and Canada

MADE BY
MILES LABORATORIES, INC., ELKHART, IND.

check Skin Torment

Very first use of soothing...
Prescription positively relieves raw red itch—
caused by eczema, rashes, scalp irritation, chaf-
ing—other itch troubles. Greaseless, stainless.
43¢ trial bottle must satisfy or money back.
Ask your druggist for D.D.O. PRESCRIPTION.



**TEETHING PAINS
RELIEVED
QUICKLY**

WHEN your baby suffers from teething pains, just rub a few drops of Dr. Hand's Teething Lotion on the sore, tender, little gums and the pain will be relieved promptly.

Dr. Hand's Teething Lotion is the prescription of a famous baby specialist and has been used by mothers for over fifty years. One bottle is usually enough for one baby for the entire teething period.
Buy it from your druggist today

**DR. HAND'S
TEETHING LOTION**
Just rub it on the gums

DANDRUFF



Any dandruff that shows on your shoulders is excessive dandruff . . . you're wise to see your scalp gets suitable care.

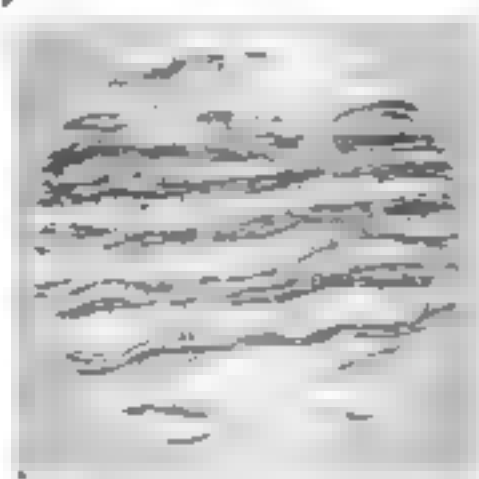
Why it may be "the beginning of baldness" . . .

We don't claim miracles. We can't prevent baldness. Nor do we believe anyone can. But you should know the following facts about dandruff.

Those unsightly dandruff "snowflakes" on the shoulders of your suit may be more than just a nuisance and an embarrassment. Excessive dandruff reveals a strong possibility that you will be at least partially bald in years to come.

There is more than one kind of baldness in men. And dermatologists differ in their views as to causes of baldness. But dermatologists do agree that the condition symptomized by excessive dandruff *does* frequently lead to baldness.

How can you tell when you have *excessive* dandruff? A reliable indication is, dandruff so thick that flakes of it "snow" down on your shoulders.



1ST STAGE
Spores of Malassez in a case of ordinary dandruff.

Seborrhea

What causes excessive dandruff? It commonly arises from a disease of the scalp called *seborrhea*. Many leading dermatologists say that a causative agent of seborrheic dandruff is a tiny parasite called the *Spore of Malassez*—also known as *Pityrosporum Ovale* and the *Bottle Bacillus*.

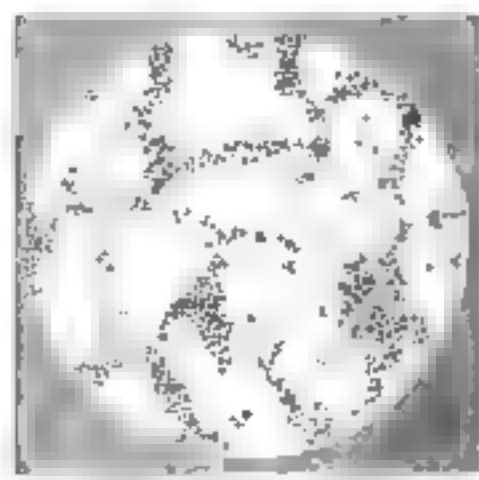
But whatever the basic cause of seborrheic dandruff may be, in most men who have it the disease progresses through three more or less distinct stages.

First stage: dry white scales

In the first stage of seborrhea, the familiar dry white scales flake off your scalp, many of the flakes dropping to your shoulders.

Second stage—and "thinning hair"

The second stage of seborrhea is characterized by moistness and stickiness of the flakes on the scalp. They may be heaped up in considerable amounts. There may also be some scalp inflammation. In many cases, hairs begin to die, before they reach full



2ND STAGE
Scales become sticky. Microbacilli shown may be present.

growth . . . your hair has begun to "thin," so subtly that at first you may not notice it.

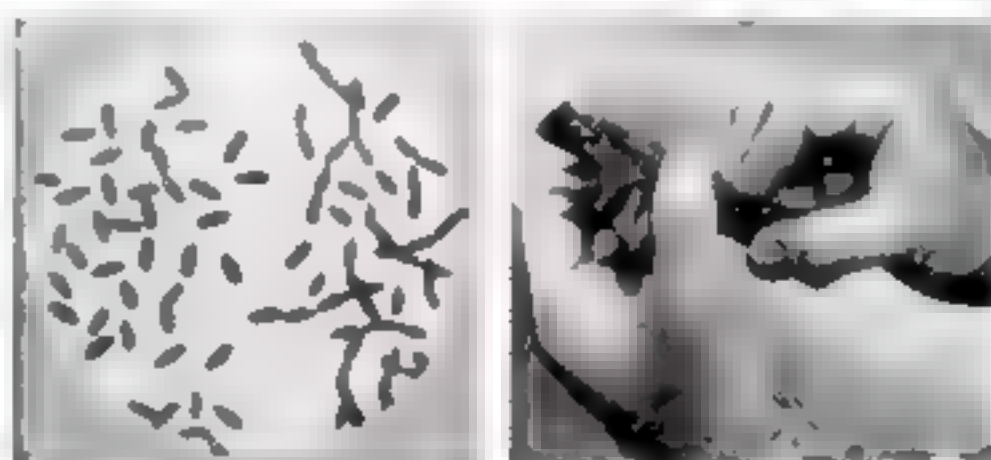
Third stage—and baldness

In the next condition that develops, more often than not, the glands at the roots of your hair overproduce a fatty substance called sebum. The sebum rises in the tiny pocket or follicle that encases the root of each hair. The root may be "choked" with fatty sebum and dead cells from the glands and follicles, and accumulated dirt. In a large percentage of cases, this condition seriously interferes with hair growth . . . and the result is increasingly "thin" hair, often baldness.

What can you do?

When you understand this progression of scalp disease, you realize why excessive dandruff has been called "the beginning of baldness." You realize the danger of neglecting excessive dandruff, or only taking half measures.

One factor to watch is your general health; if you're "run down" you should see your doctor—otherwise,



3RD STAGE
Microbacilli shown may be present. Hair growth may be affected.

excessive dandruff may persist in spite of anything you may do. The other important factor is to give your hair and scalp the right kind of care.

A scalp hygiene program: the Kreml Method

Here is a program designed to clear out your present crop of dandruff flakes. It is called the Kreml Method. It is simple, it is easy—and it has helped thousands of men.

The Kreml Method of scalp hygiene is used professionally by leading barbers and hairdressers. The famous Charles De Zemler of New York, formerly personal barber to European royalty, has used the Kreml Method for years.

You yourself can give your scalp the wonderful benefits of the Kreml Method, in your own home.

Start this program tonight

Today, get a bottle of Kreml Hair Tonic. And make sure you have a good shampoo on hand.

Tonight, start the Kreml Method of treatment. Shake Kreml Hair Tonic *generously* on to your head. Now, massage your scalp vigorously.

As you massage, shake on more Kreml Hair Tonic. You will enjoy the cool feeling of stimulation that tells you Kreml Hair Tonic is going to work.

Next, apply shampoo to your hair. Work up a thick lather—*without putting any water on your head*. If you have put enough Kreml on your hair, that's all the shampoo needs to make a good lather.

Now, rinse with water. Lather again. Rinse.

Dry your hair thoroughly. Shake on Kreml Hair Tonic—massage it into hair—comb hair in place.

Tomorrow morning—and every morning: Shake on Kreml Hair Tonic—rub it in—and comb your hair in place.

Kreml Hair Tonic contains *just enough* oil to hold your hair the way you like it. There's no greasy, plastered-down appearance. Your hair looks good in a natural way.

Improvement should come quickly

After just the one Kreml-and-shampoo treatment, plus continued daily use of Kreml, you will almost certainly notice a gratifying improvement in the condition of your hair and scalp. In many cases, that is all that's needed. In more stubborn cases, it may be necessary to repeat the Kreml-and-shampoo treatment within two or three days.

The Kreml Method is not offered as a substitute for the services of a dermatologist. If the condition of your scalp is such that you feel you ought to consult a dermatologist—do so at once. But if you simply want a good home method of scalp hygiene—try the Kreml Method. See what it can do for you.

Inhibits growth of Spores of Malassez

Certain ingredients of Kreml Hair Tonic inhibit the growth of bacilli and of the Spores of Malassez.

There is no known permanent "cure" for seborrheic dandruff. But you should exercise every precaution by a suitable program of regular scalp hygiene. That is the basis of the Kreml Method.

Kreml Hair Tonic was perfected over 25 years ago. Millions of men use it and go on using it, because Kreml Hair Tonic gives the kind of results they want. They have told us so in thousands of letters!

Money-back offer

Try the Kreml Method faithfully, and, if you are not entirely satisfied, write the J. B. Williams Company, Glastonbury, Conn. Send us the label from your Kreml Hair Tonic bottle—tell us what you paid for it—and we will gladly refund your money.

Visit your drug counter today. Ask for a bottle of Kreml Hair Tonic. And if you haven't a good shampoo on hand—buy one. We recommend our own Kreml Shampoo—we know it's good. Starting tonight, go after your dandruff with the Kreml Method of scalp hygiene. See how quickly your hair and scalp feel better and look better!

The J. B. Williams Company

BLACK BEAR IN A TREE

He escapes from dogs but hunter brings bear down

Bears have been such a nuisance and a menace to the sheep in Michigan's Missaukee County that there is an open season on them there and use of dogs, prohibited in many counties, is permitted. If it had not been for the dogs, the black bear in these pictures would never have been caught this fall. Unased into a pair of trees, the bear kept climbing up and down (*below and right*), keeping the dogs from getting even a small nip at him. With the bear out of reach, the dogs started fighting among themselves and the bear came down and ran over to another tree. But the hunters arrived and with an easy shot brought the bear crashing down (*far right*).





New! COLGATE

Chlorophyll Toothpaste

DESTROYS BAD BREATH

Originating In the Mouth.



Here is the magic power of chlorophyll to destroy bad breath originating in the mouth! Colgate Chlorophyll Toothpaste in most cases acts quickly . . . acts thoroughly . . . and the purifying action lasts for hours! Keeps your breath sweet and fresh longer!

Now! The Full Benefits of a Chlorophyll* Toothpaste in a New, Exclusive Colgate Formula!

Now Colgate brings you wonder-working chlorophyll in the finest chlorophyll toothpaste that 146 years of experience can create . . . Colgate Chlorophyll Toothpaste!

How Colgate Makes Chlorophyll Work For You!

Nature herself makes chlorophyll and puts it in all green plants to enable them to live and grow. But science must break down this natural chlorophyll into a usable, effective form (water-soluble chlorophyllins) — before it can help you against bad breath, tooth decay, common gum disorders.

That's why Colgate's experience and skill in creating an exclusive formula is important to you. In new Colgate Chlorophyll Toothpaste you get the benefits of these water-soluble chlorophyllins in a safe, pleasant form!

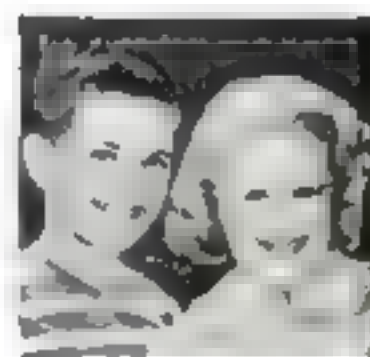
For real help against bad breath originating in the mouth . . . common gum disorders . . . tooth decay . . . use Colgate Chlorophyll Toothpaste after eating. It's the finest chlorophyll toothpaste the world's largest maker of quality dentifrices can produce!

COLGATE'S GUARANTEE:

Try Colgate Chlorophyll Toothpaste for one week. If you're not satisfied that it's the most effective, pleasantest chlorophyll toothpaste you've ever tried, send back the tube and Colgate will give you double your money back, plus postage! Colgate-Palmolive-Peet Company, 105 Hudson Street, Jersey City 2, N. J.

Fights Tooth Decay!

Every time you use Colgate Chlorophyll Toothpaste—especially right after eating—you act against the destructive acids that are a cause of tooth decay . . . actually help retard their formation!



Checks Common Gum Disorders!



Tests show chlorophyll promotes healthy gum tissues. Colgate Chlorophyll Toothpaste brings you the effective benefits of chlorophyll to help you care for sore, tender gums.



*Contains water-soluble chlorophyllins.

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Bear CONTINUED



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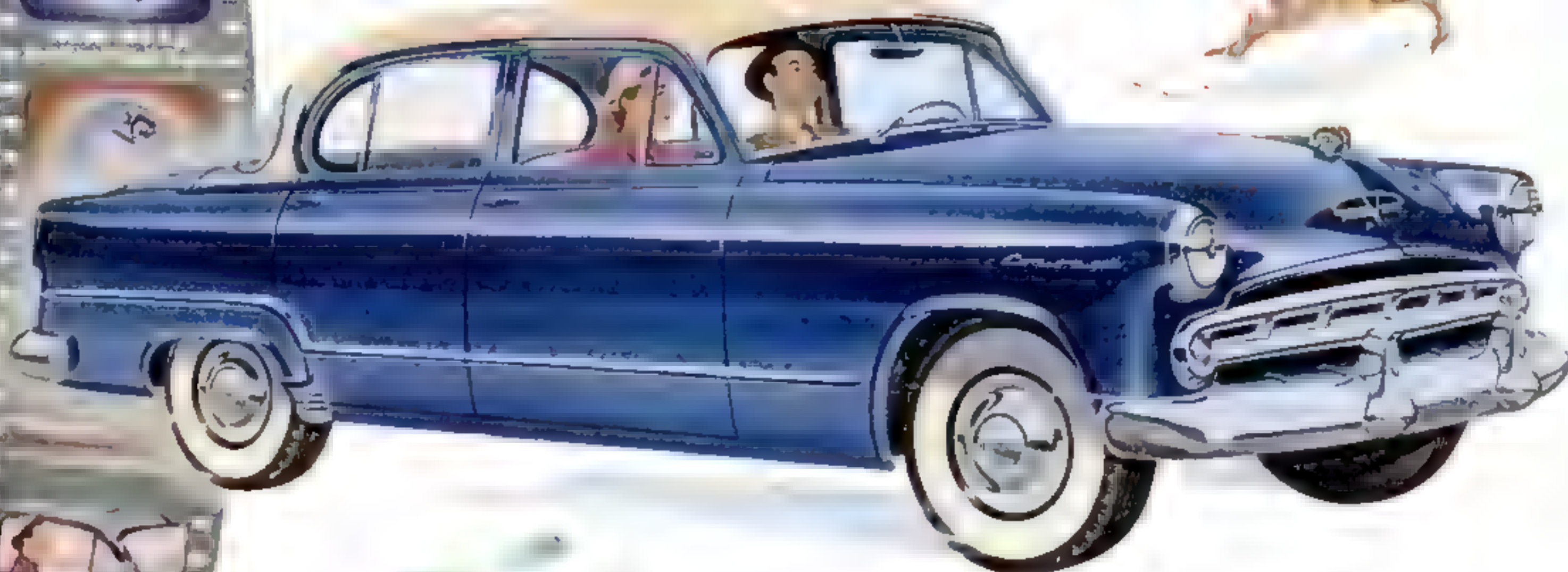
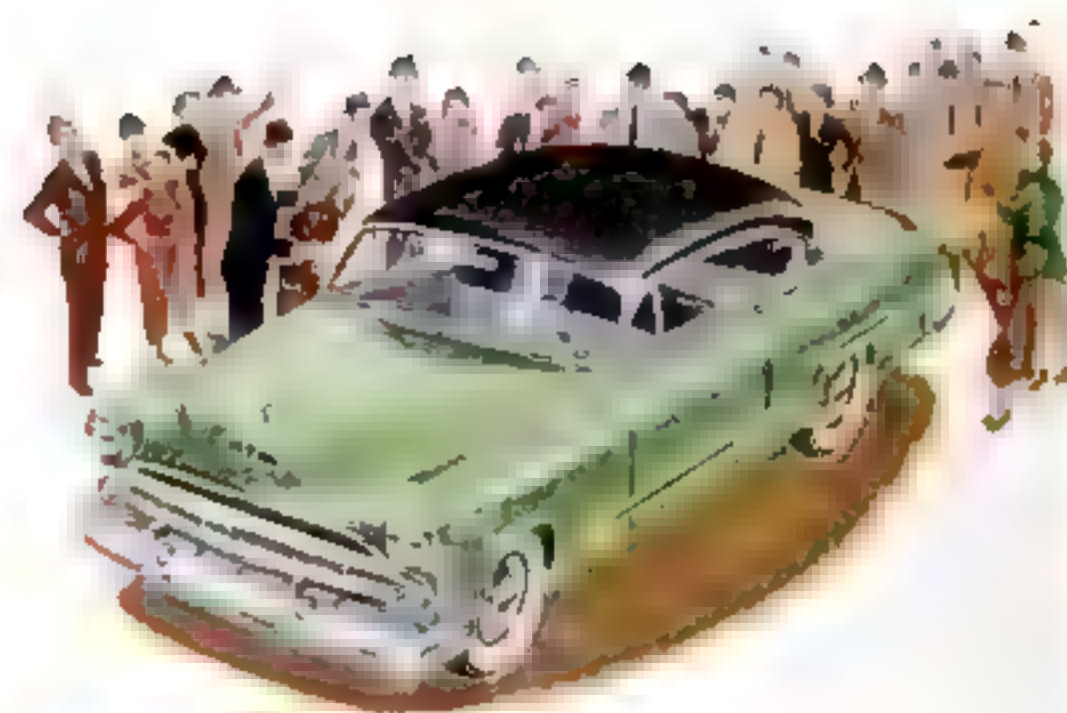
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The Action Car For Active Americans

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FRANK LOESSER, WHO PLAYS WELL AND LIKES TO THINK AT THE PIANO, TRIES OUT A SONG IDEA AT HIS BEVERLY HILLS HOME. PAINTING IS A ROUAULT

The Fine Art of the Hit Tune

High-brow low-brow Frank Loesser can please connoisseurs and still get rich

by ERNEST HAVEMANN

FRANK LOESSER, the best of the new generation of U.S. popular songwriters, the author of all the music and words heard, among other places, in the Broadway hit *Guys and Dolls* and the new movie *Hans Christian Andersen*, is a shrewd but apparently low-brow man who talks in slang, avoids polysyllables and thinks of practically nothing all day but his song writing profession.

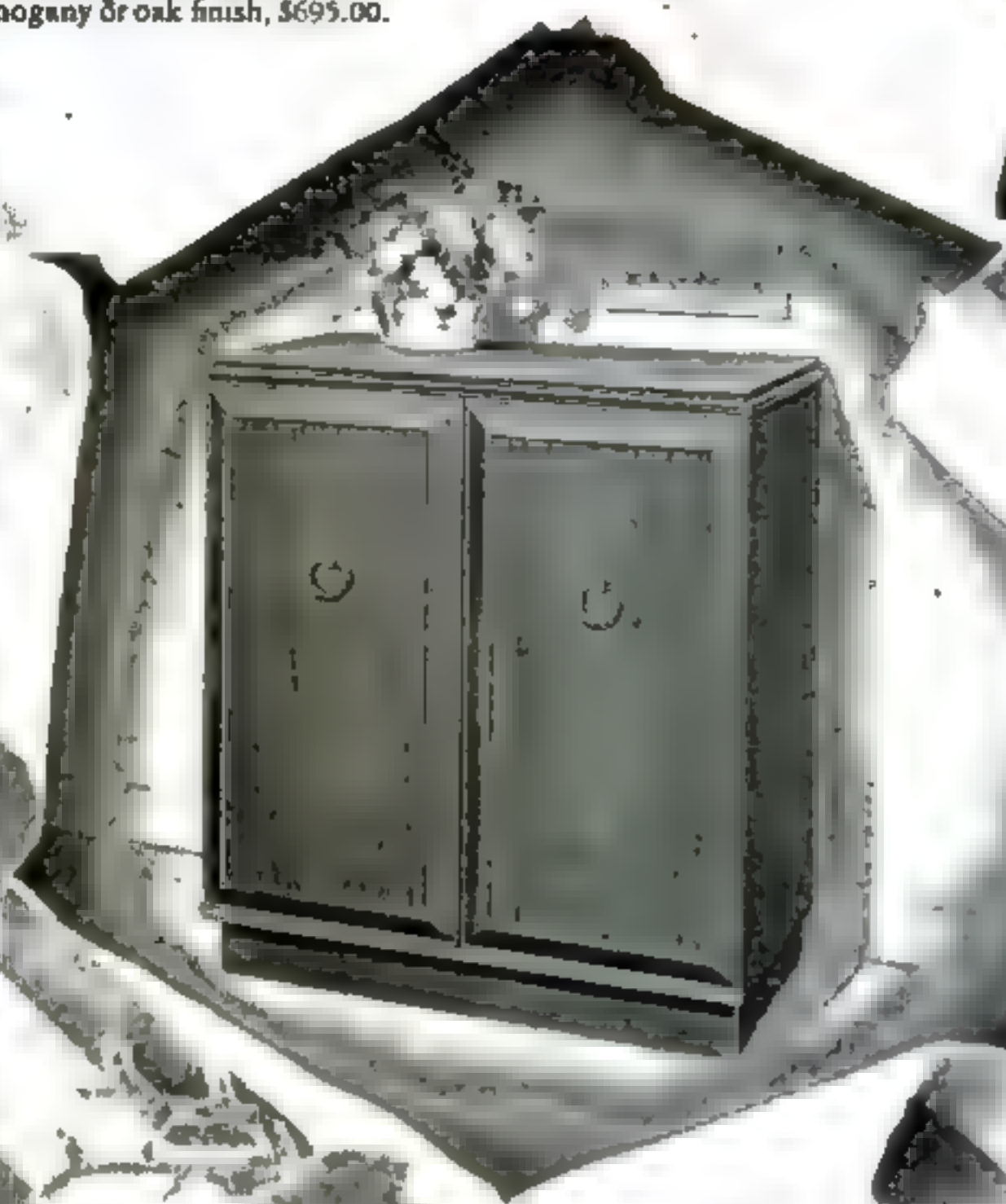
A slight, dark and fidgety man of 42, he is just as intense and singleminded as the compulsive crapshooters for whom he has composed the songs in *Guys and Dolls*. When he was 6 years old he was composing words, in the best New York slang of the day, to the

rhythm of the elevated trains that passed through his neighborhood. (He had one set of lyrics for the locals and another for the expresses, which clicked over the rails at a different beat.) When he was about 10 he became aware of the fact that in a chorus of crickets some chirp three chirps to the beat while others chirp twice. Since then everything he has heard, from steamboat whistles to political oratory, has suggested music.

The whole thing rather mystifies Loesser, who cannot for the life of him explain how he happened to become a songwriter or how he has composed any of his tunes or lyrics. "They just pop into my

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FRANK LOESSER CONTINUED

head," he says. "Of course your head has to be arranged to receive them. Some people's heads are arranged so that they keep getting colds. I keep getting songs."

One night in 1938 Loesser was working late with Hoagy Carmichael, trying to find the right lyrics for a tune Carmichael had composed. Nothing was coming of the effort except loss of sleep, and Loesser's wife decided it was time to shoo them to bed. "Two sleepy people like you," she said, "should call it quits." That was all Loesser needed. The song promptly became *Two Sleepy People*, containing some of his best-known lyrics. While writing the songs for *Where's Charley?*, his first Broadway hit and more recently a successful movie, Loesser did a little research on Oxford University, the scene of the story. He ran across the fact that Oxford possessed a museum named "Ashmolean"; the word struck a bell in his head and he sat down to compose *The New Ashmolean Marching Society*



THE RISE AND METAMORPHOSIS OF TIN PAN ALLEY

Start near the upper right of this cartoon with Witmark & Sons, follow the drawing counterclockwise and you have a capsule history of U.S. popular music for the last half century. Fifty years ago there really was a Tin Pan Alley, the block on 28th Street between Sixth Avenue and Broadway in New York, where the old music publishing firms stood side by side. Irving Berlin wrote for Tin Pan Alley and young George Gershwin plugged songs. Then and on into the '20s the song plugger's big job was to woo the entertainers and get them to sing his company's songs in the nation's theaters and cabarets. If Nora Bayes or Eva Tanguay or Al Jolson sang your song, you could get rich on the sheet music sales. Those were the great days for the publishers and for writers like Jerome Kern, and Rodgers and Hart. The

phonograph was just an ugly box with a big loudspeaker, radio was only for gnomes with earphones, but people still played the piano and gathered around it to sing the words from the sheet music. Then came the day of the big bands like Paul Whiteman's. Frank Loesser has come along, ironically, in the heyday of the jukebox and the disk jockey and also of the hillbilly artists who are making Nashville a hinterland rival to New York. The big money is in royalties collected on records made to specifications set by men like bearded Mitch Miller of Columbia, a specialist in "gimmick" records with weird and unlikely sounds to titillate jaded ears. It is to the Mitch Millers and the disk jockeys, who can make a record by playing it or kill it by ignoring it, that the song pluggers must now go awooing.



and Students Conservatory Band, a title peculiar not only for its length but also for the fact that it sounds like music even when read as prose. While he was working on *Guys and Dolls* he was delighted by a line written for the show by Abe Burrows, who did the story and dialog. One of the characters in the show, this line explained, was noted for running "the oldest established permanent floating crap game in New York." The bell rang again and Loesser turned the line into the title of a song.

From high- to low-brow

THE fact seems to be that Loesser just cannot help composing. To audiences this is a blessing. To Loesser himself the blessing is mixed. He has been made rich and famous by his songs. On the other hand he sometimes seems to be a little ashamed that he has been drawn into the profession. His father, an immigrant from Germany, was a high-brow music teacher of considerable stature. His brother Arthur is high-brow music critic for the *Cleveland Press*, a frequent

guest pianist with symphony orchestras and a musical scholar of considerable fame. In the cultural sense, Loesser is the black sheep of the family.

Sometimes he seems to feel that he has led a completely wasted life. "How can a fellow get excited about putting little words on big sheets of paper," he has been heard to say, "when other fellows are inventing things like penicillin?" At other times he tries rather desperately to pretend that high-brows and low-brows are all brothers under the skin. "Now you take Bach," he once said. "When Bach auditioned for a job as church organist, what did the boss guy say? Naturally he said, in whatever was the popular jargon of the day, 'Okay, sit down and play me some licks.' Or you take Mozart. Mozart was a hustler like anybody else."

In all truth Loesser is just as smart as anybody else in the very smart family he comes from. The only difference is that, like a lot of Americans born of immigrant parents, he has rejected the old for the new. His parents and his older brother and sister stuck by the European culture. Young Frank embraced baseball, slang, crapshooting,

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She: I really can't stay; I've got to go 'way . . . *



He (leering): Baby, you'd freeze out there . . . *



She: Really can't stay . . .
He: Baby, don't hold out . . . *



Both: Ah, but it's cold outside.* (She stays.)

"BABY, IT'S COLD OUTSIDE" is sung by Loesser and wife. Loesser calls his song a duet between a wolf and a mouse. Wolf's apartment is its locale.

FRANK LOESSER CONTINUED

jazz, the movies, the horse-race periodicals and the comic strips. Even so, he did not know until he was 24 whether he was really a high-brow or a low-brow. At that time he was already ambitious to make his name in the popular song field, but he was trying to write low-brow songs in a high-brow manner. As he puts it now, "A girl who's got a mink coat will make a point of wearing it unless the weather is so hot it actually smothers her. I had known a little bit about Mozart, Haydn and Beethoven since I was 7, and I made a point of showing it. I was a big snob. I liked popular music and wanted to create it, but I wanted to be a big show writer without ever stooping over and hitting the public in the belly."

At 24 Loesser came under the influence of a man named Carey Morgan, who was producing vaudeville acts and composing songs for them. (He is now in the typewriter business, which has been doing better than vaudeville lately.) Morgan had a wide knowledge of all kinds of music, both popular and classical, but he took a highly pragmatic attitude toward tunes of all kinds. As Loesser tells it, "I used to sit in his studio and listen to him play opera on the piano, with running comments as he went along. I'll never forget the day he was playing the opera *Tosca* for me. When he got to the crucial part he said, 'Now listen carefully here. This is where they kill the S.O.B.' " This low-brow appreciation of a high-brow art unlocked Loesser's talent. He went on to become perhaps the most high-brow writer of low-brow songs in history. As Loesser's friend Abe Burrows puts it, "The bane of the song-writing industry is illiteracy. What makes Frank unique is his astounding intelligence."

The dreary rhymesters

BURROWS means that the average modern songwriter is a very dreary fellow. If a tunesmith, he spends his days listening to the old classicists and to his modern betters, and by changing a note here and there manages to create something that sounds slightly new and, at least to his own crude ear, not too difficult to hum. If a lyricist, he spends hours poring over a rhyming dictionary and comes up with the amazing discovery that "June" can be matched with "moon." Taken by and large, the music which comes over modern jukeboxes and disk jockey programs is about as bad as has ever been sung by a civilization which has progressed

* FROM "BABY, IT'S COLD OUTSIDE" © 1944 FRANK MUSIC CORP.

Esther Williams

**finds glamour in her Christmas stocking
...and so can you**



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Germ centers such as drainboards, sinks, wash basins, tubs and toilet bowls are easily made fresh and sanitary with Clorox. It's one of the world's great disinfectants! Give your family the added health protection of a Clorox-clean home. See directions on the label.



When it's CLOROX-clean... it's SAFER for Family Health!



CLOWNING COMPOSER squeaks a few trumpet notes at party ending run of *Where's Charley?* With him are Ray Bolger (left), Director George Abbott.

FRANK LOESSER CONTINUED

beyond the tomtom stage. It lacks the erudition and endless variety of the classic composers; it lacks the naive sincerity of folk tunes; it cannot even compare to the blues composed by American Negroes barely out of slavery and unable to read a note. In short, most modern music is simply dreadful, and the modern music industry is geared to this fact.

What really counts in making a hit tune is the advertising, which accounts for the phenomenon of the song plugger. There are about 600 song pluggers in the U.S.; they have their own union; they are powerful enough to bar all outsiders; and they command fees ranging up to \$35,000 a year plus unlimited expense accounts. Their job is to persuade the record companies to use songs put out by their publishing houses and the radio station disk jockeys to play the records. In going about this task they never talk about the quality of the songs. They simply exude charm, do favors, buy gifts, throw parties and in general make themselves agreeable in the most obsequious and obvious way. They make life very happy indeed for the recording executive, the singers, the band leader and most especially the disk jockeys all over the country—and in so doing they often work the most outrageous tunes right up to the top of the *Hit Parade*. If tomorrow you can rewrite *Three Blind Mice*, changing one of the natural notes to a sharp, and giving it some bright new title like *I Love You*,* the chances are that any good song plugger, provided he deigns to work for you at all and that you can afford him, will have you on the *Hit Parade* by winter.

Lyrics by a third-grader

THANKS to the generally low level of music writing, most laymen think that a child could produce lyrics for popular songs, though not the tunes. After all, the lyrics are made up mostly of words familiar to any third-grader. Moreover it takes only a few words, usually somewhere between a minimum of 80 and a maximum of 150, to comprise an entire song. Looking at it one way, the whole song writing industry, which produces perhaps 1,500 new popular numbers a year, requires only about 150,000 words. This is roughly the length of a longish novel, which a prolific author

*Just as a starter, try these fatuous words to the rhythm of *Three Blind Mice*:

I love you.
I love you.
You are my fate.
Please be my mate.
I dream of you most all nights in June,
And dream of you still neath the harvest moon.
The preacher and I have a message to croon—
So love me too.

Since it uses the traditional fate-mate and June-moon-croon rhymes, this would be a pretty good average song lyric except for one thing: it is a little too grammatical. It does contain one misused word: "most" for "almost." But lacking any outright grammatical errors, such as a singular subject with plural verb, it will require little polishing.

CONTINUED ON PAGE 172

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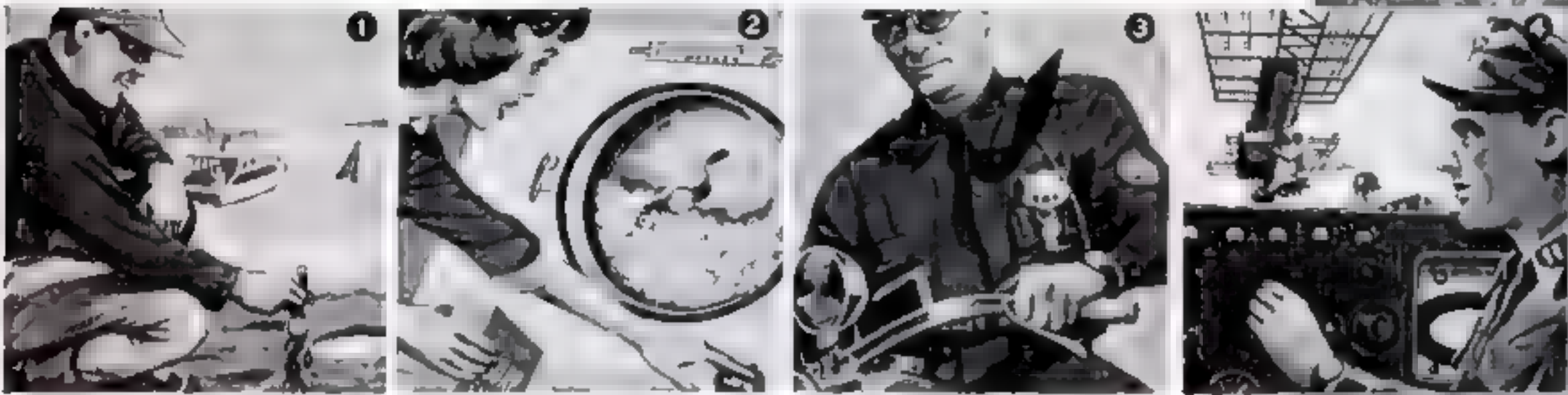
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A Houston, Texas man writes: "I lost my Mido in the dirty salt water of a ship's channel. Two years later while walking along the beach I found my Mido watch half-buried in the muddy bank, still running in perfect condition. The tidal action kept the watch wound."

2 CAN WATER GET IN?*

A Lakewood, Ohio housewife writes: "I accidentally dropped my Mido into my automatic washer with the clothing. It was tossed about for 40 minutes. When I retrieved it, it was one of the cleanest watches I have ever seen. To this day, my Mido watch has not lost one second of time, nor given me any trouble."

3 SHOCK-RESISTANT?

A New York policeman writes: "For years my Mido has withstood the shock of countless jolts and abuse that would shatter any ordinary watch. It has never stopped running...has never been in a repair shop...has never lost its dependable accuracy!"

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AMATEUR ARTIST Loesser works at his easel while wife looks on. He is a man of many talents and, in a more practical mood, once painted his house.

FRANK LOESSER CONTINUED

will sometimes turn out, when hungry enough, in two months.

The fact is, however, that a good lyric is one of the most difficult art forms in the world. Loesser, who has been writing lyrics for 20 years and his own tunes for about 10, feels that the lyrics actually come harder than the tunes. The reason is that the words have to represent logic and realism, whereas the tunes can be put together intuitively from any combination of notes which please the ear. "You take a tune like *The Third Man Theme*," he says. "The notes don't make any sense to a professional musician. But there it is, a big hit. You might hear a noon whistle getting into high gear some day; it sounds just right; you put the notes on paper, and you've got a hit. But you can't write a lyric by sticking a hatpin through a dictionary."

Even the brevity of the lyric, which seems so congenial at first glance, poses a problem. Although the layman assumes otherwise,

every professional writer soon discovers that it is easier to write a good long story than a good short one, a half-hour speech than a five-minute speech or a sonnet than a two-line couplet. The 80 to 150 words allowed by the popular song form are hardly room enough for most writers to set the scene, much less develop a beginning and still less come to a middle or end. (Any editor will be glad to testify that many well-paid writers can hardly say "hello" in 80 words.) Thus the lyricist must be skillful, beyond the average writer's wildest dreams, at what amounts to telling stories on the head of a pin.



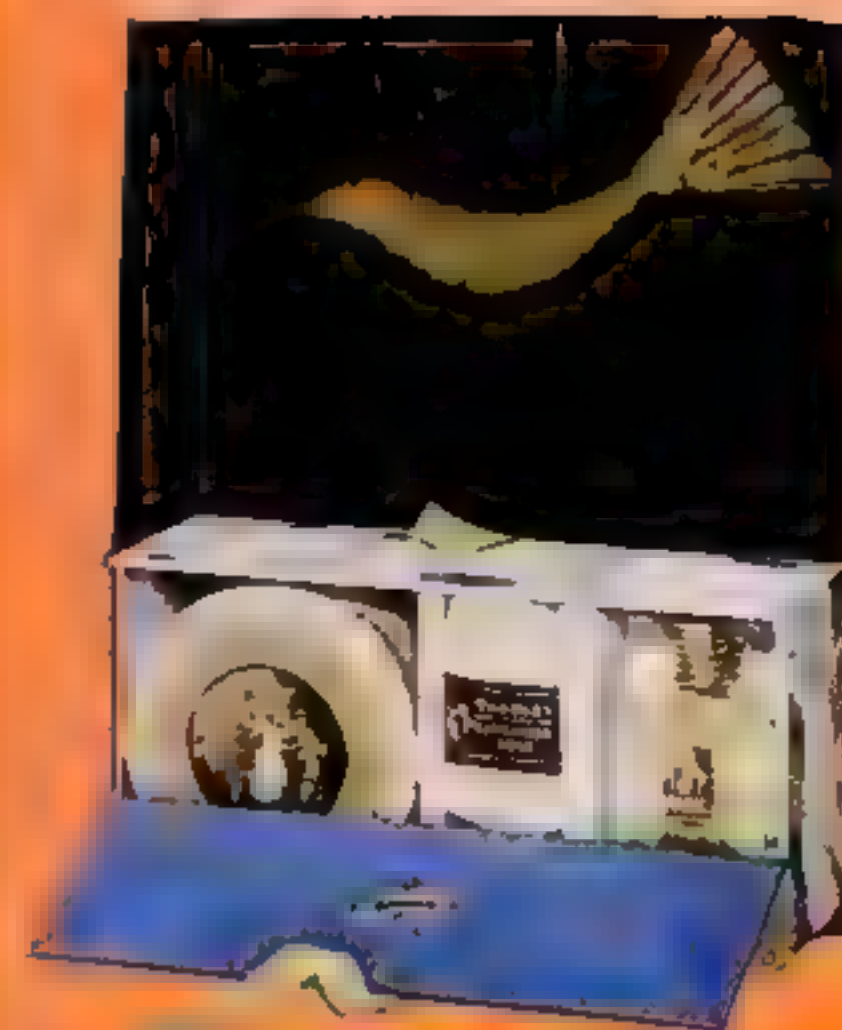
SKETCH of wife was made by Loesser after their 1936 wedding.

At this very special kind of microengraving, Loesser has no peers. A good example of his work is the song *Make a Miracle*, from *Where's Charley?* A more complex set of lyrics can hardly be imagined. Within the first few bars of this duet for male and female, before he can even get going about his business, Loesser must establish that 1) the time is the 1890s, 2) a young man is asking his girl to marry him and 3) the girl is too preoccupied to pay any attention to his proposal because she has been reading an exciting book of predictions on what science will accomplish in the 20th Century.

In what must be the most economical use of language since Genesis, Loesser accomplishes this with 40 well-chosen words. He then goes on to run through a gay capsule history of recent scientific miracles: the radio, automobile, fountain pen, airplane and electric light, not to mention such less scientific developments as the breakfast cereal with sound effects and the short skirt and plunging neckline. While breezing merrily through this recital, he manages to inject a few bits of trenchant social observation and criticism. He points out that the use of airplanes has often degenerated into sending them flitting through the skies "spelling out their slogans" like "Buy a Beer at Hogan's." In an aside of just six

CONTINUED ON PAGE 171

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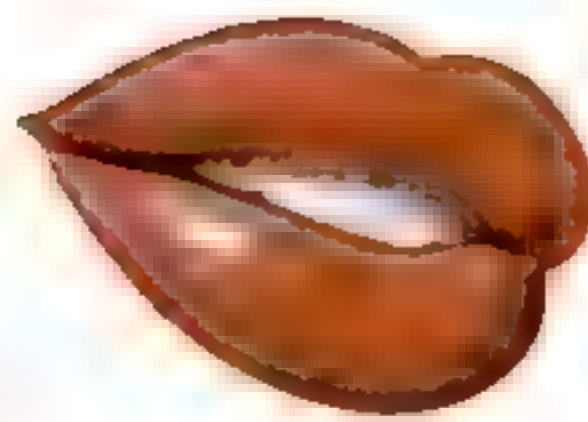
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*"I've got my eye on the man
who wears **Jayson**"*
SHIRTS, SPORTWEAR, PAJAMAS

...because they fit to perfection!

words, he gently chides the British for the nasal stuffiness produced by their damp climate. In another aside of just four words, he complains about the high cost of psychoanalysis.

To most lyric writers, even the best, all this would seem more than enough for a three-minute song. To Loesser it is only the beginning. Packed into his lyrics is a good deal of character study. Loesser makes it clear that the young man singing his song is a conservative steak-and-kidney-pie Englishman who wears his rubbers when it rains but also has a rakish streak which makes him consider the short skirt and bare front the most desirable of all conceivable 20th Century developments. Loesser also conveys very vividly the young man's growing impatience as the girl continues to interrupt him. Then, at the very end, to the listener's complete surprise, everything is wrapped up by the girl's suddenly agreeing to the marriage.

In short, Loesser has created a little gem of stage setting, characterization, narrative, historical and social commentary, with some anthropology thrown in for good measure, and all without straying from the beat of the music or resorting to a single impure rhyme. To be sure, *Make a Miracle* is a show tune and a little longer than the average popular song. But nonetheless it is a miracle of mental shorthand. Congress could do worse than pass a law requiring every after-dinner speaker to study *Make a Miracle* for an hour every day.

To create such a successful literary vignette, a man must naturally be quite a knowledgeable fellow. This is where Loesser's high-brow origins serve him well. He knows a little bit, although sometimes not very much, about practically every matter mentioned in the *Encyclopaedia Britannica*. As he himself puts it, "I'm not an authority, but I am unauthoritative on a vast number of subjects." Moreover he is highly opinionated and will argue about anything in the world. He will argue with equal heat on either side. "I am a man of great convictions," he says, "all of which keep changing every hour."

His songs always have a certain intensity that gives them a universal quality. When the bell rings in his head, and a song comes out, the bells ring almost everywhere. He can point up and exploit such common human experiences as the fact that lovers who stay up too late almost invariably run out of cigarettes (*Two Sleepy People*), that women are lonely in wartime (*They're Either Too Young or Too Old*) and that infantrymen get damn tired of marching (*What Do You Do in the Infantry*). As the greatest exponent of the contrapuntal duet like *Make a Miracle* or his even more famous *Baby, It's Cold Outside*, he has recognized the fact that in real life conversations people often interrupt one another in mid-sentence and thus has created more realistic dialog than even such noted tape recorder authors as Hemingway and John O'Hara.

His *Adelaide's Lament*, in *Guys and Dolls*, is one of the most remarkable songs ever written. Unfortunately it is a little too racy to be played on the radio; moreover, its lyrics are not completely intelligible outside the context of the show; therefore it is not widely known. But in this song, besides providing a good tune and some lyrics that produce laughs at every performance, Loesser has in a way crystallized the whole modern flavor of what some people call love and others call the battle of the sexes. Adelaide, as people who have seen the show will remember, is a nightclub blonde who for 14 years has been engaged in what might charitably be called a common-law marriage with a Broadway gambler. She wants to legalize it; he doesn't. So what does she do? In more primitive days, as recorded in *Frankie and Johnny*, she would have pulled out a gun and shot him. But times have changed, and even chorus girls are more inhibited nowadays. As Loesser so shrewdly has observed, this is an era of quiet and polite respectability, even on the rings. Instead of shooting her wayward lover, Adelaide simply develops a psychosomatic cold. No modern-day philosopher or psychologist has ever put it more succinctly.



LOESSER, 6, romped barefoot at some now forgotten summer resort.

CONTINUED ON NEXT PAGE

... and after

"THE EARTH"

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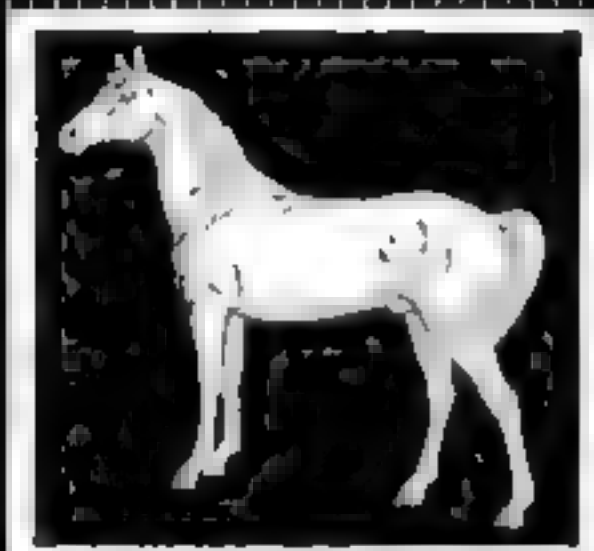
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What a SCOTCH!



White Horse...
of course!

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FRANK LOESSER CONTINUED

The fact is that Loesser, in going low-brow, has become an acute student of modern Americana, perhaps out of a sense of guilt for his wasted cultural opportunities. No matter when he goes to bed, he is up and about at 7:30 a.m., showered, shaved and dressed fit for dinner at any fashionable restaurant. (He fumes incessantly about the fact that nobody else in show business can be roused at that hour, or if roused by ruse, is too sleepy to talk sense.) He disdains all conventional time-wasting pastimes, such as a day at the beach or fishing, and concentrates on going places where he can hear and learn things. (His tastes run from crapshooting to the collection of modern French art. Everything is grist for his mill.) Besides writing tunes and lyrics, he can also paint quite well and has a woodworking shop in which he turns out excellent replicas of French provincial furniture. He knows enough law to make out his own contracts and he runs his own music publishing firm because he cannot find anyone able to do it better. Once, when he had driven a particularly hard bargain for his services with a movie company, the head man said, "Frank, let me know when you get tired of writing songs. I'll make you the studio finance manager."

He is married, as one might suspect, to a former singer, a very fine and very blond singer whose maiden name was Lynn Garland. She criticizes his work freely and is a constantly available expert on how much range and versatility can be expected of the popular singer's voice. He has two children, a boy and girl, on whom he tried out the children's songs which are now being heard in *Hans Christian Andersen*. In Hollywood he belongs to a peculiar and tiny group of modern artists—the best low-brow playwrights, the best movie scenarists and directors, the best creators of radio and television shows—who, since they are not considered to be artists at all in the high-brow sense, are free to get around and learn what life is really like in the U.S.

Who knows? We may, in America, have the makings of a whole new art form. Rodgers and Hammerstein, in musicals like *Oklahoma!* and *South Pacific*, seem to be creating a kind of folk opera. Loesser, in *Guys and Dolls*, has helped create another kind of musical, a pungent running commentary on modern society. Our novelists and straight dramatists have not been doing too well and we have very few great poets functioning today. The low-brow art of the music hall and the popular song may in history's verdict be the best art our times have produced. If so, Loesser will doubtless be one of history's heroes.

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FANCY SKATING ACT is put on by Loesser and daughter Susan, 8, in their California backyard. Love of his children—he also has a son, John, 2—is about the only thing that will bring Loesser to indulge in any athletics.

"My husband and I trade roles at Christmas!"

"All the rest of the year," Rosalind Russell explains, "he's Frederick Brisson, the well-known producer. But come the holidays, he's the star and I'm in charge of production. On Christmas it's I who actually 'deck the halls with holly.'"



ROSALIND RUSSELL,
starring in
"NEVER WAVE AT A WAC"
An RKO Radio Release

"I scramble around trimming the tree and attending to all the happy — but hectic — preparations 'til my hands wouldn't be fit to be seen if it weren't for Jergens Lotion! Wonderful, pure, white Jergens Lotion soothes and softens them in no time!"



"There are endless packages to be wrapped, then the traditional eggnog to be made, and after washing up the bowls and things, of course, I smooth on Jergens Lotion. It restores beauty to hands so quickly! Try this and see why: Smooth one hand with Jergens . . ."



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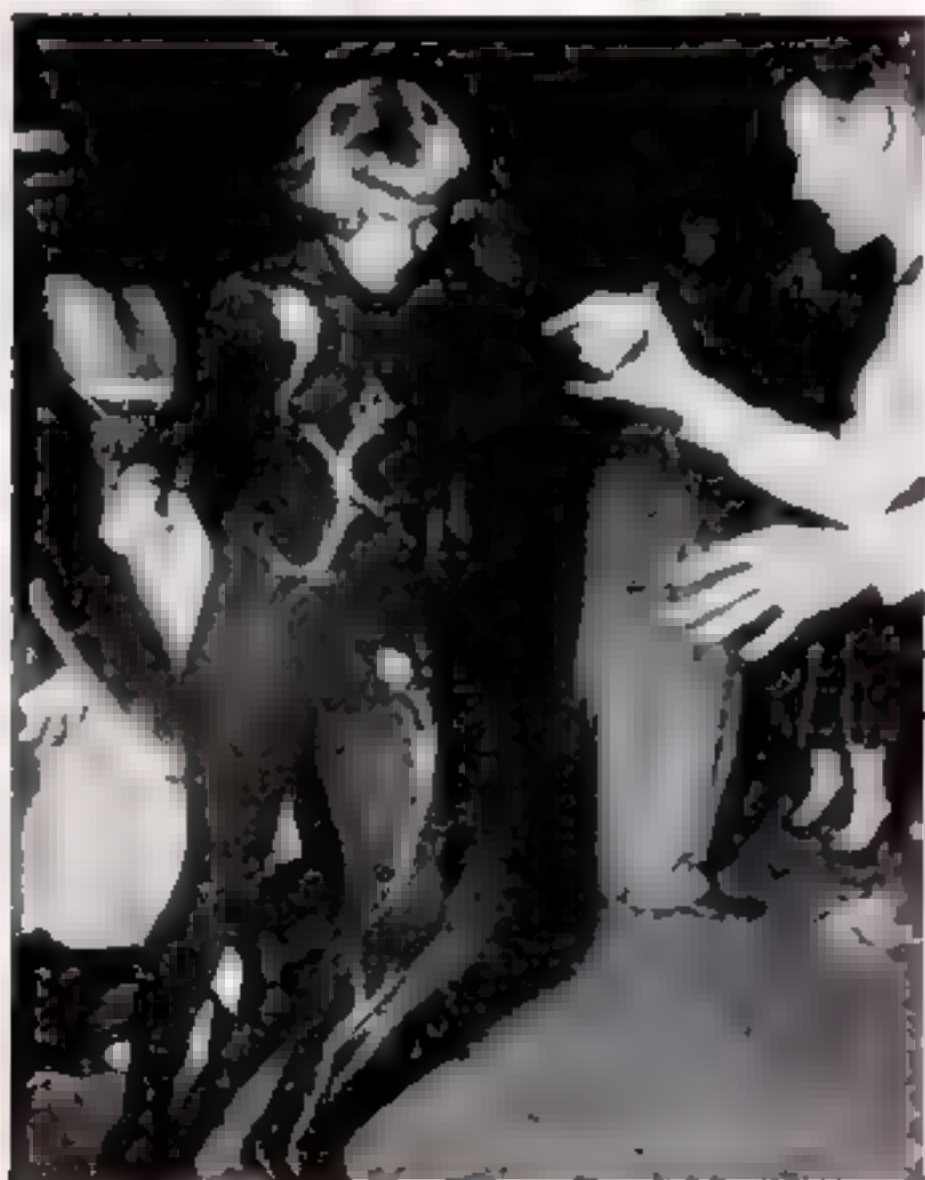
STUDENT LESLIE NORMAN AND HIS WIFE JUNE SWING AND SWAY AS CLOWNS ON A "CIRCUS HOLIDAY"



AT THE HEIGHT OF THE BALL THE GUESTS CHEER

Life Goes to a Holiday Masquerade

EACH COSTUME FITS
A FESTIVE OCCASION



BIBLICAL HOLIDAY in Garden of Eden was portrayed by Margaret Plesner, who is artist's model.



HOLIDAY MISHAPS were Jackie Nelson, a Newcomb student, who has a crutch, and Dick Kellogg.



ST. PATRICK'S DAY couple, Edith May Gulotta and José Sequeira, wore green tights with spangles



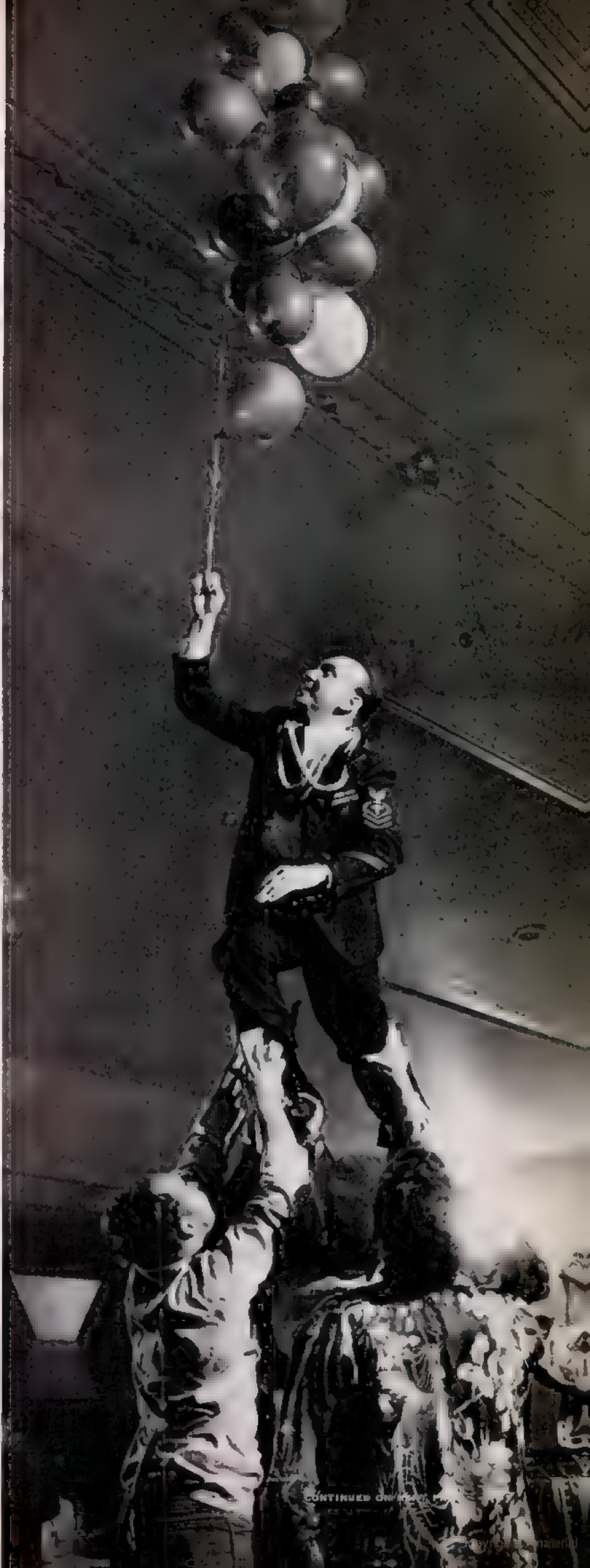
AND THROW CONFETTI. STRIPED-HATTED PAIR CAME AS THE FOURTH OF JULY

For the theme of their annual costume ball, Tulane University's architecture students this year selected "*Les Jours de Fête*," which means "the holidays" in French. Guests were to appear in costumes representing a holiday, ancient or modern. To the surprise of no one, an artist's model who came as "First Holiday in the Garden of Eden" (*below, far left*) turned out to be one of the belles of the ball. One student, attired as New Year's Eve Cupid, went around shooting at couples with his bow and arrow. Edith May Gulotta (*below, left*), who came as St. Patrick's Day, won first prize for women but had to discard the shamrock on her head because it interfered with her jitterbugging. A faculty member, representing "An American Tourist Abroad," passed out \$5 million in counterfeit money. One male, who came in a black monk's habit, said as he entered, "I thought a note of gloom might be proper," but two hours later he ripped off his cloak and shouted, "The mood has changed! Men, watch your wives!" Although the ball was not formally sponsored by the university, the day after it was held there were no classes at the School of Architecture. Both faculty and students felt they needed a holiday.



CIRCUS HOLIDAY clowns. Mr. and Mrs. Norman, made their wigs from mops. Mrs. Norman runs a modern furniture store while her husband attends school

ED STRECK. "NAVY MAN ON LEAVE," GOES AFTER HELIUM-FILLED BALLOONS →



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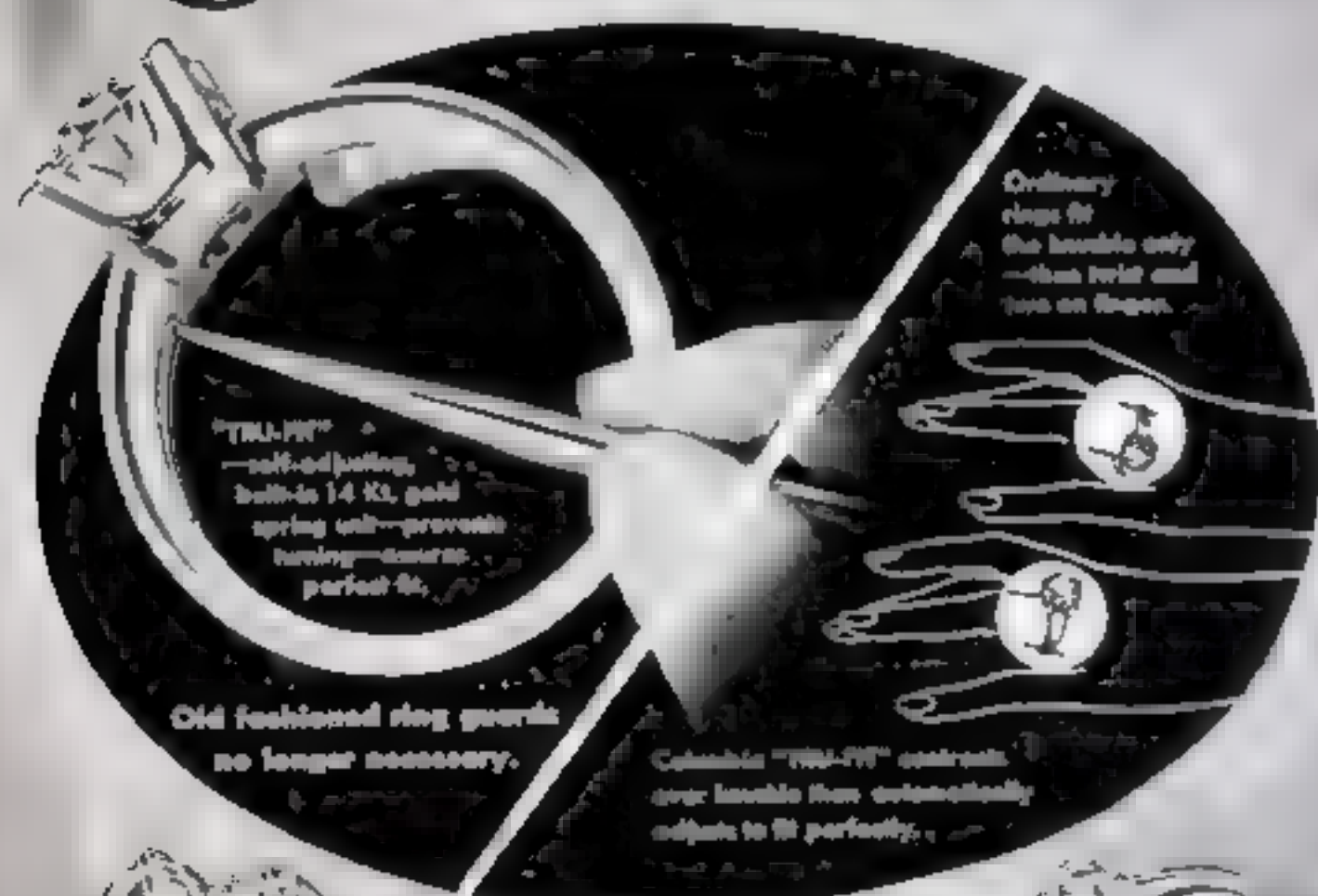


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Holiday Masquerade CONTINUED



THE MORNING AFTER. Ray Reed is shown with his wife, Miss Maxfley, hunting for footprints... at least at the party. Eve was up for the job.

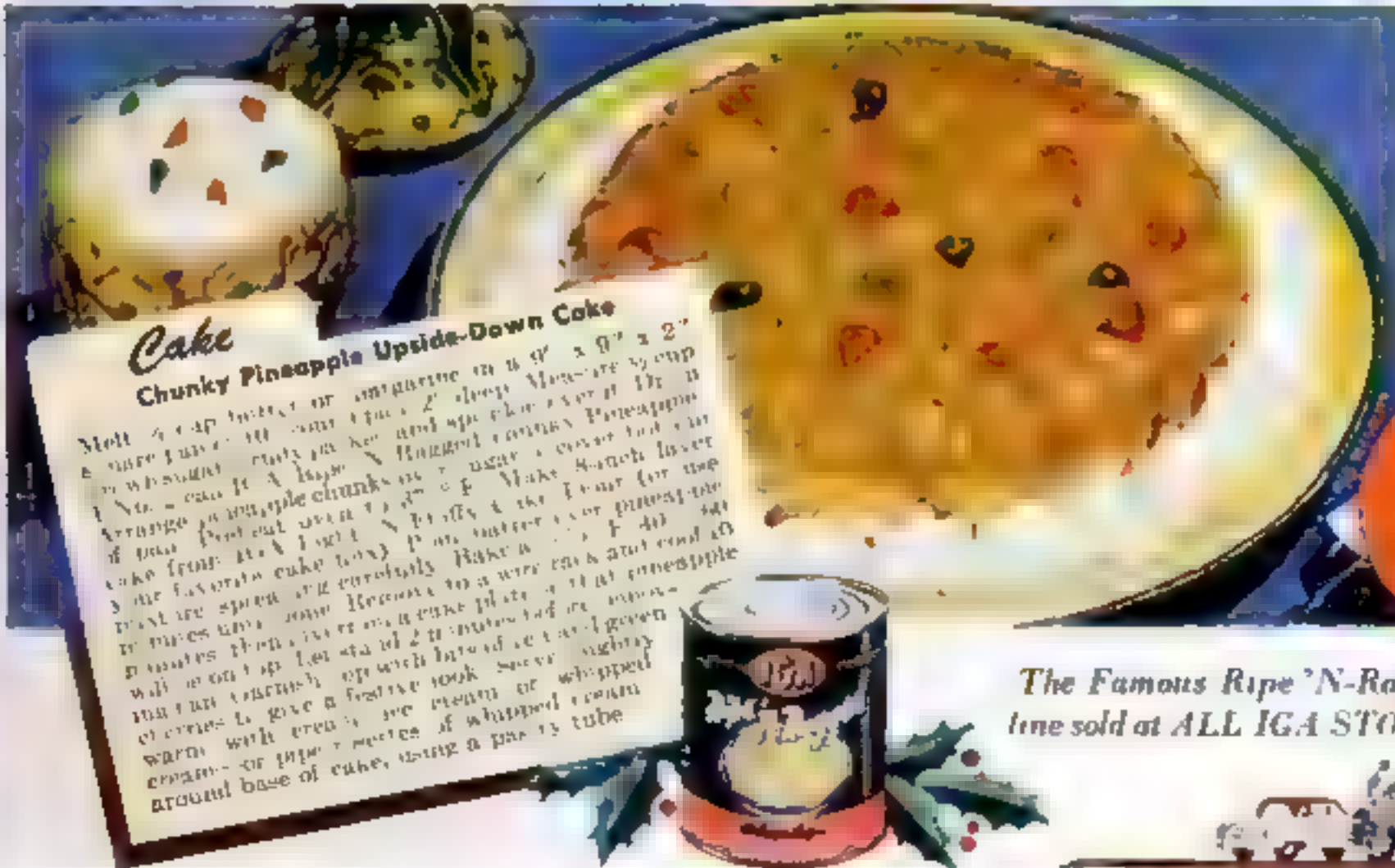


AFTER THE EYEBALL. Reed and Miss Maxfley continue to prowls floor where Reed's loss occurred. They finally found eye fixed in with some debris.

Holiday Peach Pie

[illegible]

Good Holiday Eating!



Now—before the holidays—drop in at the IGA Store near you. It's a busy place, but there's always time to be congenial with the friends and neighbors you'll see there.

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Just what mom and dad want, too...
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JIMMY DOES GET TO BE CHIEF

But Kickapoo chieftain officiates at delayed ceremony for the Iowans

Last year LIFE told the story of Jimmy Rhodd, a 16-year-old Indian boy from St. Joseph, Mo. ("Jimmy Almost Gets To Be Indian Chief," Nov. 12, 1951). He was to become head of the Iowan tribe when his uncle, Dan White Cloud, sawed up and claimed the title he supposedly vacated when he moved away 11 years ago.

Although Jimmy, a high school junior, has been more interested in football than in his chieftainship, his mother was more set on his assuming the office. Journeying to White Cloud, Kan., she persuaded the Iowan tribal council to proclaim Jimmy chief. But the council put off scheduling a coronation, and Mrs. Rhodd

became impatient. She went to see her old friend Ben Sacquat who, as chief of the Kickapoo, a small tribe scattered through the Midwest and Mexico and friendly to the Iowans, may invest Iowan chiefs. Would Sacquat use his chiefly prerogative and crown Jimmy at a Kickapoo ceremony? Yes, said Sacquat.

Last month in Horton, Kan., Jimmy was given the trappings of office (*hohu*) before a mixed audience from several tribes. Said Chief Sacquat after painting the traditional lines of chieftain on Jimmy's cheekbones: "You have been made chief in a Kickapoo ceremony. Welcome always to the Kickapoo reservation."



LAST YEAR Uncle Dan (right) helped paint up Jimmy for tribal powwow held in St. Joseph, Mo.

KICKAPOO CHIEF SACQUAT (LEFT) AND AN ASSISTANT TIE CHIEF'S HEADDRESS ON JIMMY, WHO WEARS BEAR CLAW NECKLACE AND BEADED BLACK VEST



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'YELLOW PAGES'
OF YOUR TELEPHONE DIRECTORY



REPAIRING COSTUME, Jimmy sews ceremonial trousers decorated with porcupine quills as sister Ruby watches. His left leg was wrenched in football.



WITH PARENTS Jimmy arrives. Father, a factory worker, is a Potawatomi. His mother's father, Louis White Cloud, was Iowan chief before Uncle Dan.



POWWOW DRUM is invested during ceremonies before Jimmy is crowned. Kickapoos gave drum to Horton's V.F.W. post in thanks for use of hall.



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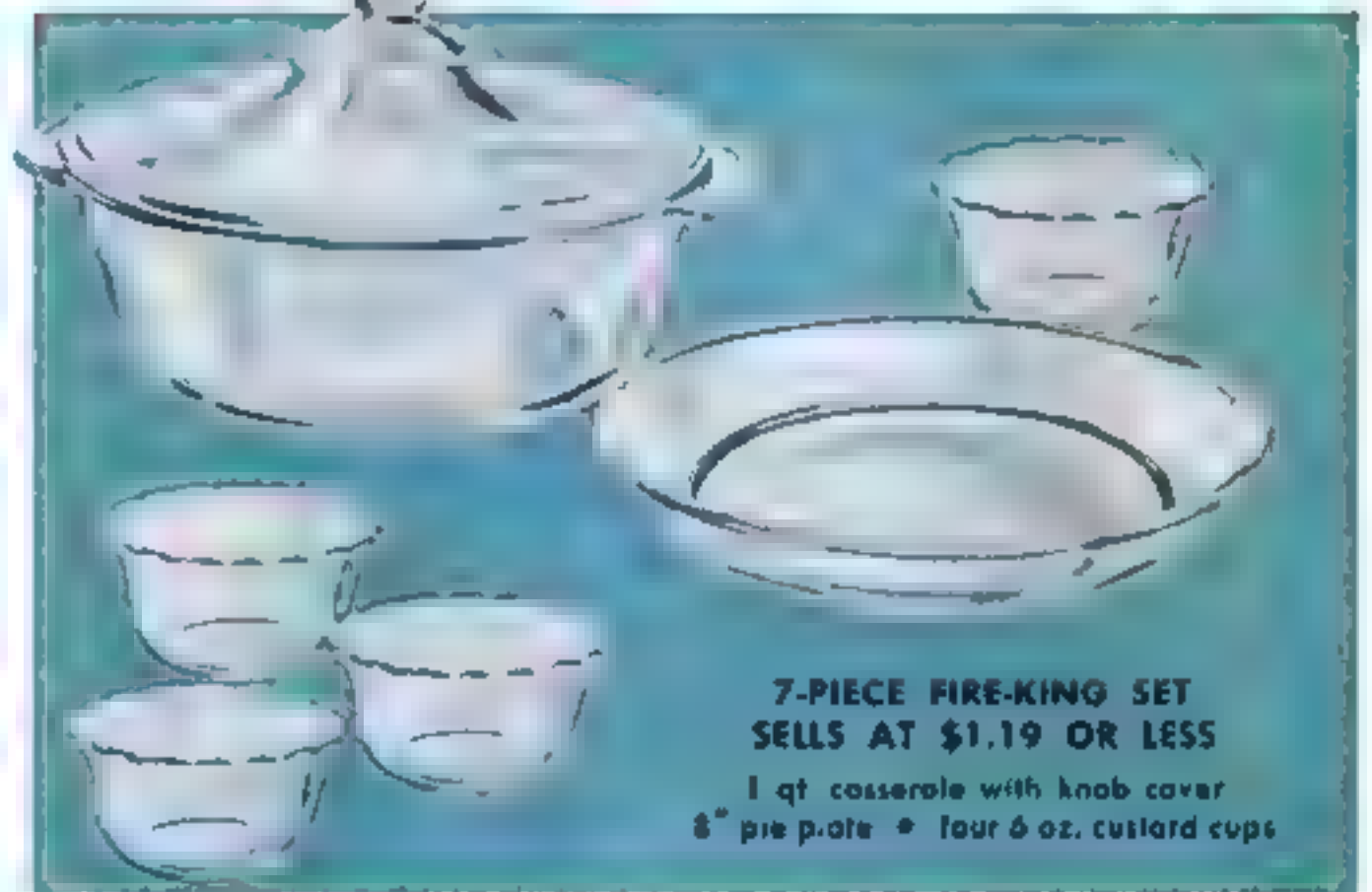
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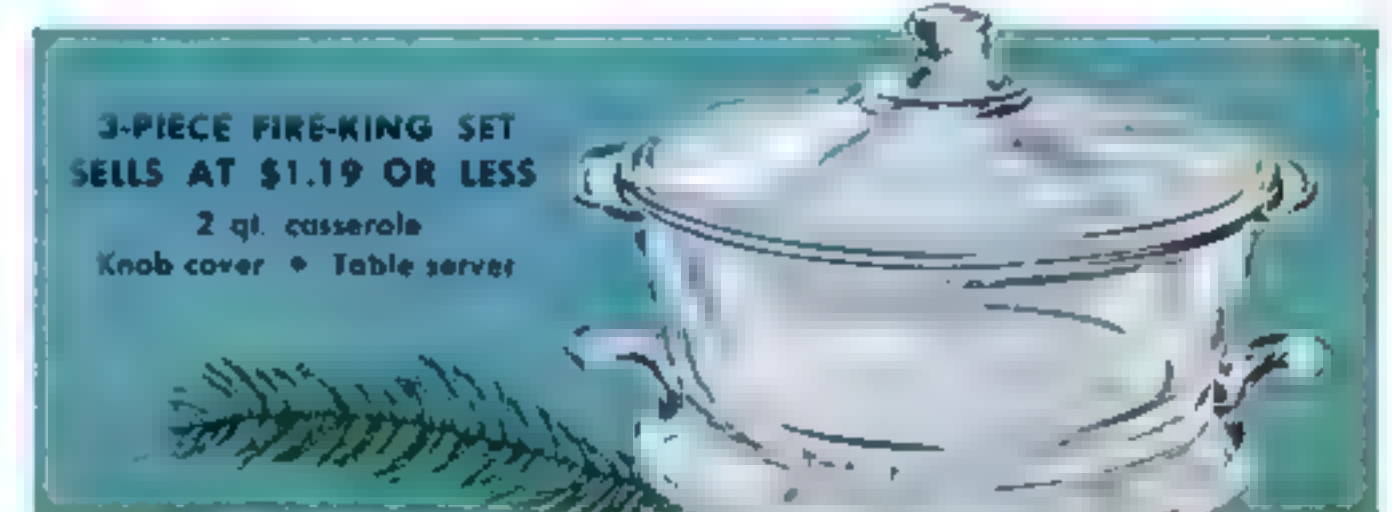
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5 x 9" deep loaf pan • 1 qt. pudding pan
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Little lit candles stuck in cinnamon apples add a friendly glow to this Holiday dinner. But it's the ham itself that matters most—so be sure it's Armour Star Ham. That means carefully selected ham—tender juicy ham. It's mild-smoked over hickory and hardwood fires for extra mellowness, full flavor—skillfully sugar-cured.

To make this ham—with its colorful cinnamon candy glaze—wrap ham in inner wrapper and place on rack in shallow pan. Bake for 18-20 minutes per pound at 325°F. Take ham from oven 1 hour before done.

remove wrapper and rub, score, stick with cloves, cover with glaze and return to oven for rest of cooking time. The glaze is easy. Heat 1 cup red cinnamon candies, 1 cup corn syrup, 1/2 cup brown sugar and 1/4 cup water. Boil 5 minutes.

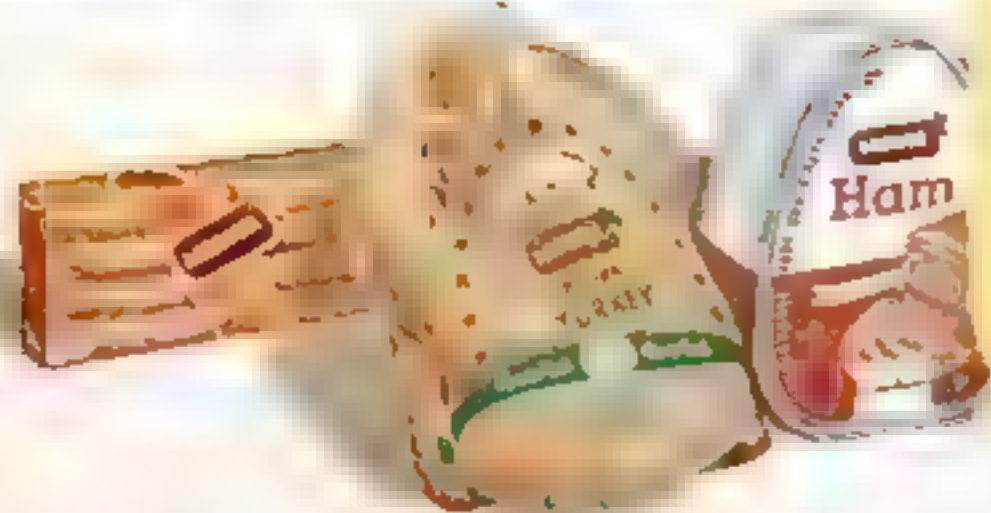
It's another of Marie Gifford's favorite recipes! For other interesting recipes, write for the new booklet "Ham Goes a Long Way." Address: Armour Star Canned Ham Co., Marie Gifford, Armour Star Company, Dept. 577, Chicago 9, Illinois.



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VO HEADGEARS for Jimmy are his chief's headpiece (top), worn with r-claw necklace, and his football helmet. Jimmy plays defensive left half-back for St. Joseph Central and won letter in basketball and track last year.

Lemonade's
so easy now—
just open a can
—add water
—**WOW!**



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LEMON "AIDS" for busy homemakers by *Martha Williams*

DO YOU KNOW that you can also blend delicious lemonade from ready-squeezed Pure California Lemon Juice? This is *unsweetened* juice, of course. You add sugar to suit your individual taste. Your grocer has Pure California Lemon Juice on his shelves and in his freezer. It's so convenient you'll always want it on hand. No squeezing



—no bother when you need lemon juice. **USE PURE CALIFORNIA LEMON JUICE** whenever a recipe calls for lemon juice. It's tasty in any food or beverage, and you'll especially like its flavor in salad dressings. You'll find it downright economical, too. You have a wide choice of brands. Get one at your grocer's soon. *Lemon Products Advisory Board, Los Angeles, Calif.*



PURE CALIFORNIA LEMON JUICE already squeezed for you



STRICTLY FOR THE HUMANS

When the blue jay shown above was old enough to wiggle, he fell from his nest in Huntsville, Ala. and was adopted by Mrs. Thomas Dilworth, who named him Blue Brummell. No sooner had Blue learned to fly than he took up smoking. He never inhaled but blew smoke in puffs—sometimes under his wing as if to fumigate himself ("I don't know why," says Mrs.

Dilworth. "He was perfectly clean"). The Dilworths never minded Blue's tobacco habit, even when he smoked in flight, fanning his cigaret to sparks, and Blue himself thrived on the weed. It was when he learned another human habit that Blue ran into trouble. Trying to raid the icebox he misjudged timing and the cook accidentally slammed the door on his head.

Alaska's back-country Christmas comes right out of the blue

1 "It's always a white Christmas in the frozen, snow-covered wastes north of Nome, but Christmas would be a pretty bleak day for the hardy trappers of the area if it weren't for Alaska's bush pilots," writes Bill Harvey, an American friend of Canadian Club. "I do some flying up here myself. When Bill Munz, who's probably the ace pilot hereabouts, asked me to help him play Santa to snowbound friends of ours, I knew it would be no picnic . . .



2 "Wrapping gifts was all in a day's work for Munz. Weight was the big problem. Munz, who takes his light Cessna 170 through all kinds of Arctic weather, would have to 'bomb' our target and get back on a bare minimum of fuel . . .

3 "My job was to drop the cargo of presents, first attaching a parachute to every fragile bundle to make sure of happy landings. As each package hit the silk, Munz roared a cheery 'Merry Christmas' into the wind. I kept my fingers crossed and one eye glued on the plane's instrument panel . . .

4 "Our gas gauge was near 'Empty' when we landed back at Nome. Munz had played it close. At his place near the airport, we got our Christmas gift—Canadian Club!

5 "Going home for Christmas isn't always possible. But any place I spend Christmas begins to feel like home when there's a familiar bottle of Canadian Club to greet me."

Why this whisky's worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon.

Yet it has a distinctive flavor and a character that is all its own. You can stay with Canadian Club all evening long . . . in cocktails before dinner and tall ones afterward. There is one and only one Canadian Club, and no other whisky tastes quite like it in all the world.

IN 87 LANDS . . . THE BEST IN THE HOUSE

"Canadian Club"

6 YEARS OLD
90.4 PROOF

IMPORTED FROM WALKERVILLE, CANADA, BY HIRAM WALKER IMPORTERS INC., DETROIT, MICH. BLENDED CANADIAN WHISKY.



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The cherished gift of gifts.
The best-known . . .
best-liked box of candy
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1 lb. \$2.00
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FAIRHILL

Companion box to the world-famous Sampler—in special Holiday dress. Choice selection of chocolates, with fruit, nut and cream centers.

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An exciting choice of cordial fruits and nuts—in superb Whitman's-quality chocolate.

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A modern assortment of wide variety. A great and growing favorite.

1 lb. \$1.50

And don't forget the kiddies

Your dealer has a wide selection of Christmas specialties to delight the children, including the

popular Wonderbox, Wonderpops and others. All ideal as stocking fillers. Wide range of prices.